

The Global Game

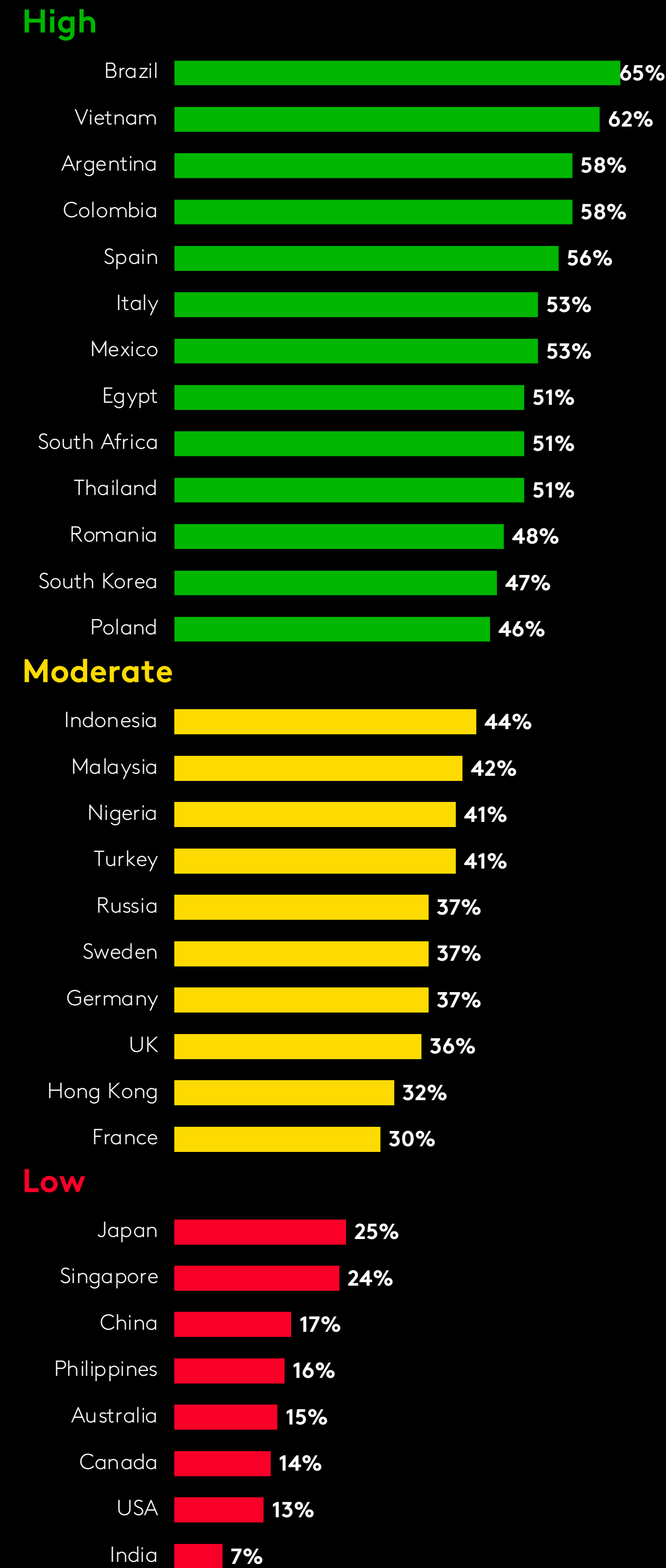
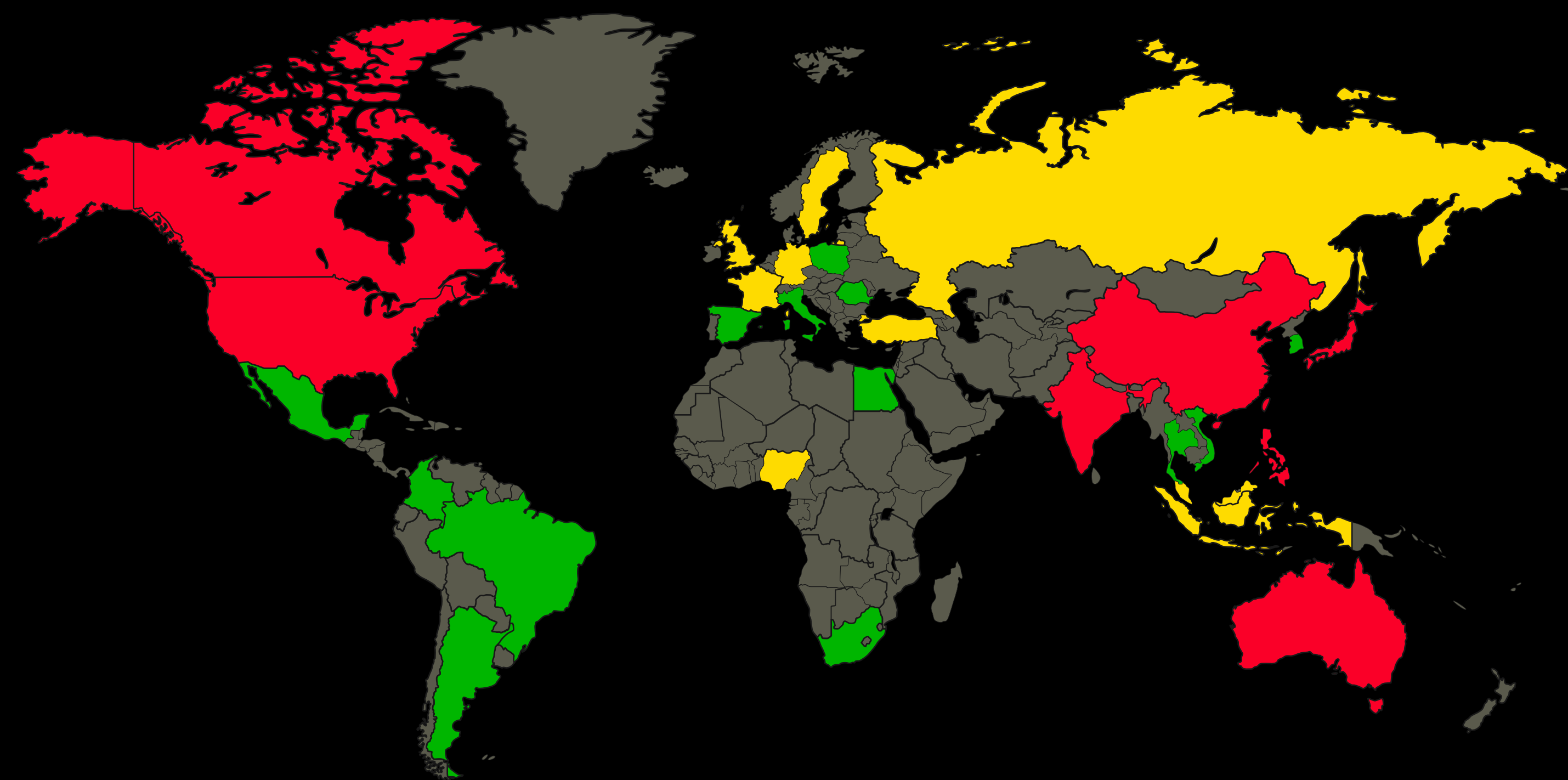
FIFA World Cup Qatar 2022

After four long years, soccer fans from Buenos Aires to Ho Chi Minh City are getting excited for FIFA World Cup 2022 (November 20 – December 18). Despite human-rights and corruption controversies surrounding the host country Qatar, some of the most prestigious global brands remain committed sponsors. The steadfast corporate commitment to the event is likely due to the widespread appeal of “the beautiful game”; FIFA estimates that as many as five billion people will tune in to a World Cup broadcast at some point – with the core audience comprised of younger males who are in the market for a variety of consumer products and services.

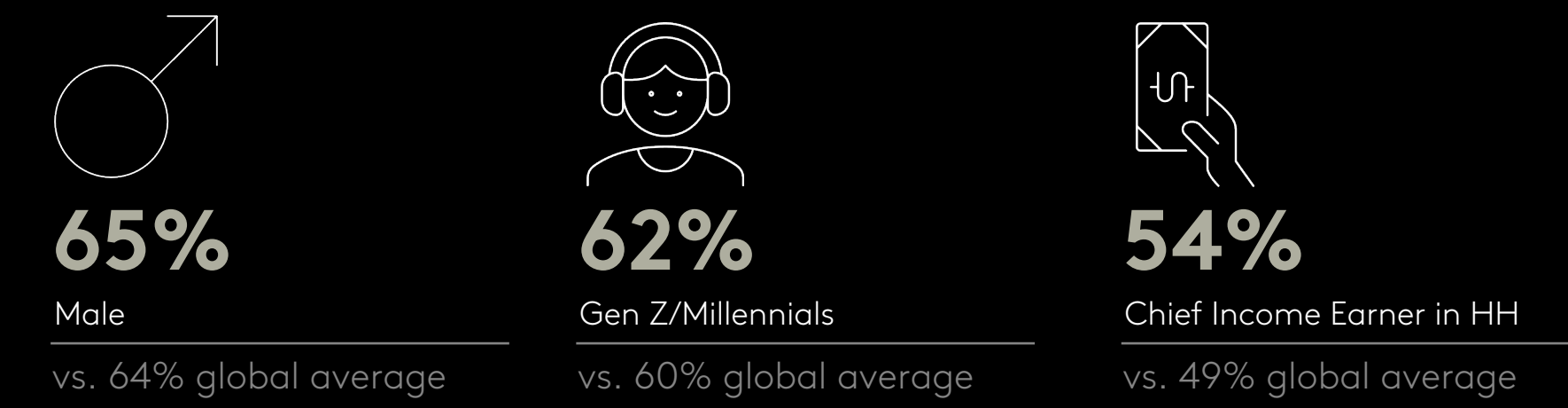
Soccer’s worldwide popularity is unmatched

% of population who follow soccer

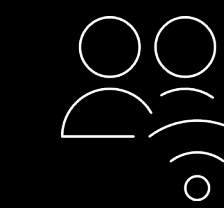
■ High (115+ index)
 ■ Moderate (86-114 index)
 ■ Low (under 85 index)



Demographics of Global Soccer Fans



How They Are Different



Connected

71%

Agree: The Internet helps me connect with other like-minded individuals and make friends

vs. 64% global average

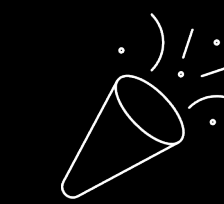


Sports are for watching – and playing

50%

Activities: Play sports once a week or more often

vs. 39% global average



Novelty Seekers

69%

Agree: “I am always looking for new experiences and sensations that will liven up my everyday activities”

vs. 62% global average

61%

Indicate: “It has all the latest features and technological advancements” is essential or important when making a decision about buying a brand or product

vs. 55% global average

Source: Kantar Global MONITOR 2022; Among 15,000+ global soccer fans in 31 countries

Brand Values

80%

Agree: “I appreciate it when companies make it clear what they stand for and stay true to their values”

vs. 76% global average

FIFA’s Official Corporate Partners include



Brands with specific World Cup sponsorships include



Hot Topics: FIFA World Cup Qatar 2022



FIFA WORLD CUP Qatar 2022

62%

Agree: “It is important to me that the companies I buy from actively promote diversity and inclusion in their own business or society as a whole”

vs. 56% global average

52%

are very/somewhat concerned about discrimination of LGBTQ+ people in their country

vs. 51% global average

44%

are very concerned about the unethical treatment of workers in factories and suppliers

vs. 40% global average

In the Market For...

Very Likely to Do in the Next 12 Months

50%

Buy products and services that help to keep you and your family safe from harm

vs. 42% global average

46%

Travel inside your country on vacation

vs. 39% global average

24%

Buy premium products

vs. 19% global average

Drink once a week or more

Bottled water **77%**

Soda / carbonated beverages **57%**

Sports drinks **35%**

■ Soccer Fans ■ Total Pop.

Drink in the past month

55%

Beer

vs. 42% global average

Early Adopters

68%

Indicate “Being the first among my friends to try new things and ideas” is a great deal / somewhat important to them.

vs. 61% global average

60%

Have used streaming TV/Video

vs. 53% global average