

Michelob
ULTRA



INTERTICKET

CAPABILITIES 2024



INTERTICKET

INTERTICKET **CONNECTS BRANDS** WITH U.S. HISPANIC FANS TO GROW LOYALTY AND
KEEP THEIR BUSINESS THRIVING IN TODAY'S DYNAMIC MARKETPLACE.



IGM
In-Game Media
By INTERTICKET

ICONS
www.icons.com



ABOUT INTERTICKET



Established in US: 2010

Mission: Help brands authentically connect with U.S. Hispanics through Futbol's highest impact properties.

Main Properties: Mexican National Team (MNT) and Liga MX (LMX)

Specialized in brands that invest in Hispanic and sports: Auto, Financial, Beverage, Tech, Telecom, QSR, CPG, Entertainment

Privately Held - Minority Owned



MEET THE U.S. HISPANIC (USH)

OVERVIEW



Demographics

USH represent 19% of the US Population, lower median age index (30.5) vs general population (38.8)



Wealth (AN ECONOMIC POWERHOUSE)

USH combined GDP in 2020: \$2.8 T World's 5th largest economy.

Purchasing power doubled from 2010 to 2021.



Household

43% of USH are married and are likely to have a household size of 3.2 (+21% larger than general population)



USH Population

60%+ are of Mexican descent



SOCCER IS LIFE

“HISPANICS SPEND 65% MORE TIME WATCHING SOCCER THAN THE NFL”



#1 PASSION POINT

Soccer is the #1 followed sport by Hispanics in the U.S.



FAVORITE SPORT

40% of Spanish-language media consumers said soccer is their favorite sport, compared to 33% of non-Hispanics who said the same thing about American football (*)



SCARBOROUGH 2022 STUDY

- #1 sport watched by Hispanics on Cable in the last 12 months
- #1 most streamed sport by Hispanics in the last 12 months



Tops of 2023: Sports

Most watched sports leagues in the U.S.

League	Average viewership per game (P2+)
NFL	9.2 million
MLB	378k
NBA	711k
NHL	398k
MLS	133k

Liga MX Viewership 845K*

Source: Nielsen National TV Panel

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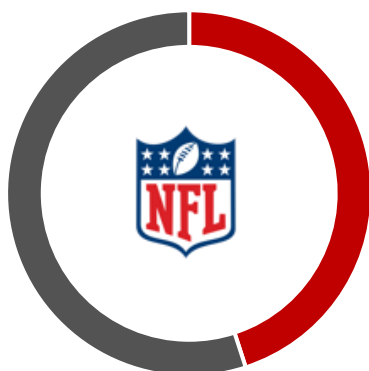
* Nielsen 2022 Viewership
Nielsen Insights 2023



EXCLUSIVE FAN

SOCCER VIEWERS ARE UNDUPLICATED AND HARD TO FIND

THESE FANS REPRESENT AN AUDIENCE THAT BRANDS CANNOT FIND WITH OTHER MAJOR SPORTS SPONSORSHIPS



55%

of MNT Fans say they're not interested in the NFL



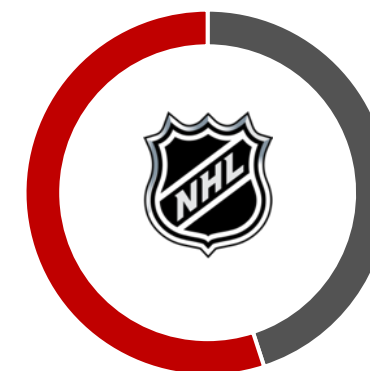
42%

of MNT Fans say they're not interested in NBA



42%

of MNT Fans say they're not interested in MLB



66%

of MNT Fans say they're not interested in the NHL

Avg. Age / Fan

50

42

57

49



ONE-OF-A-KIND AUDIENCE

35
Years Old

Youngest amongst any American sports in the U.S., 76% identifying as Gen Z or Millennial

64%
of Liga MX fans

were already born in the United States

94%+
of fans

say Liga MX feels like a domestic league for Latinos living in the U.S.

60%
of the people

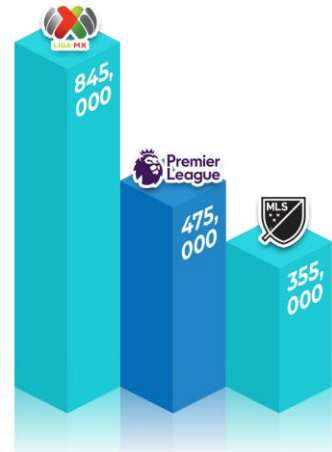
who watch Liga MX matches on TV do so with family and/or friends

ELITE PROPERTIES

LIGA MX + MEXICO NATIONAL TEAM



**LMX NEARLY DOUBLES
AVG. 2022 VIEWERSHIP**



LMX avg viewership: 845,000
EPL avg viewership: 475,000
MLS avg viewership: 355,000

#1 LIGA MX MOST WATCHED SOCCER LEAGUE IN U.S.
Regardless of Language

9 of 10 U.S. MOST WATCHED GAMES IN 2022
Were Liga MX



**“MOST POPULAR” SOCCER
TEAM IN THE U.S.**



60.2 M MNT FANS IN THE U.S.
Spanning All Ethnicities

1.5 M AVG. TV VIEWERSHIP (P2+)
2022 MexTour matches
Shown across Univision Networks (Spanish)
& FOX Deportes (English)



TALENT MARKETING



SOCCER ECOSYSTEM IN THE U.S.



SOCCER UNITED MARKETING

COMMERCIAL U.S. PARTNER OF MNT
PROMOTES MEXTOUR MATCHES IN THE U.S.

MNT SPONSORSHIPS



EXCLUSIVELY BROADCAST
GAMES IN THE U.S.



REPRESENTS MNT PLAYERS
AND LEGENDS FOR BRAND
PARTNERSHIPS

RIGHTS TO IN-GAME MEDIA
(IN PARTNERSHIP WITH SUM)



NON-EXCLUSIVE BROADCASTS
LMX GAMES IN THE U.S.

REPRESENTS LMX PLAYERS AND
LEGENDS FOR BRAND
PARTNERSHIPS

RIGHTS TO IN-GAME MEDIA



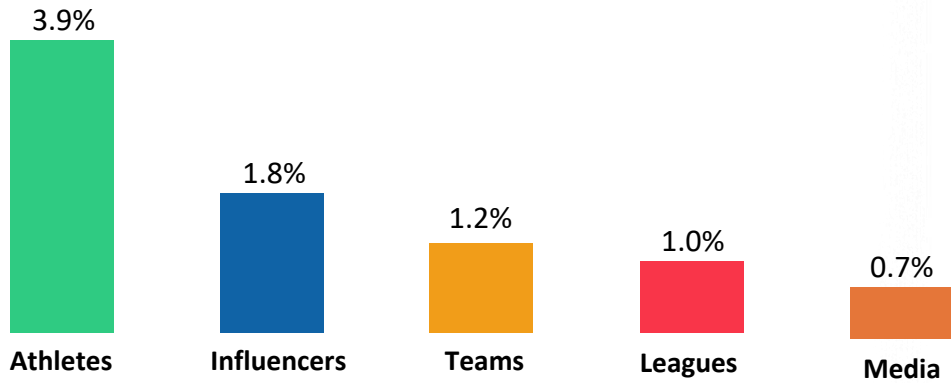
TALENT MARKETING

AN ATHLETE DRIVEN WORLD

INFLUENCER ATHLETES WILL CONTINUE TO GROW IN POPULARITY

63% MORE ENGAGEMENT

ATHLETE ADVOCACY POSTS GENERATE 63% MORE ENGAGEMENT FOR BRANDS COMPARED TO OTHER OWNED SOCIAL MEDIA CONTENT



Engagement rate by account type



TALENT MARKETING

ACTIVE MNT PLAYERS

MARKET LEADER CONNECTING THE TOP MEXICAN FUTBOL ICONS AND BRANDS TO HELP THEM CREATE SUCCESSFUL, DEEP, SUSTAINED, EMOTIONAL BONDS WITH THEIR CONSUMERS.

ROSTER

GUILLERMO OCHOA
SANTIAGO GIMENEZ
DIEGO LAINEZ
HIRVING 'CHUCKY' LOZANO
RAUL JIMENEZ

HENRY MARTIN
EDSON ALVAREZ
MARCELO FLORES
LUIS CHAVEZ
ANDRES GUARDADO

[CLICK HERE FOR TALENT REEL](#)



TALENT MARKETING

MNT LEGENDS

FOR U.S. HISPANICS, NO OTHER SPORT COMES CLOSE TO SOCCER AND NO CELEBRITY IS REVERED LIKE PLAYERS ARE. OUR GOAL IS TO PROVIDE OUR CORPORATE PARTNERS WITH THE RIGHT LEGEND THAT CONNECTS THEIR BRAND WITH THEIR CONSUMERS.

ROSTER

RAFAEL MARQUEZ
LUIS HERNANDEZ
JARED BORGETTI
OSWALDO SANCHEZ
ORIBE PERALTA
PAVEL PARDO

MIGUEL LAYUN
HUGO SANCHEZ
MOISES MUÑOZ
ZAGUE
JORGE CAMPOS
CARLOS SALCIDO

[CLICK HERE FOR TALENT REEL](#)



INTERTICKET ICONS

CAPABILITIES



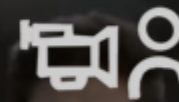
FIFA WORLD CUP
Qatar 2022



Podcast
Sponsorship



Endorsements



Media and
PR tours



Soccer
Clinics



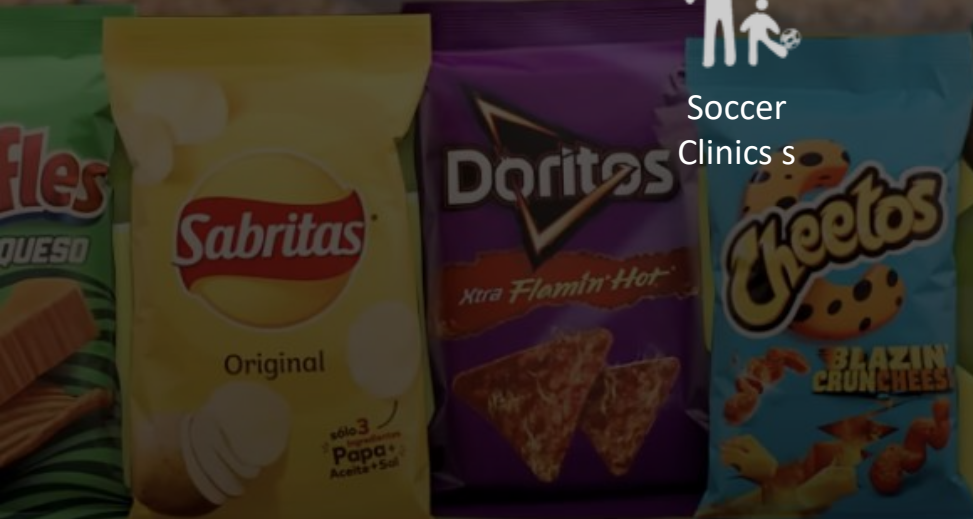
Personal
appearances



Licensing



Digital and social-
media





Interticket's Expanded Talent Capabilities

VIVA MAS LIVE



Commercially represent Mexican & Mexican-American talent for US brand partnerships specializing in connecting brands with talent that authentically speaks to their community.

Interticket's Expanded Talent Capabilities

THE MARKETING JERSEY



Commercial Arm of TMJ, the Home of Woman's Soccer. A 360 Representation Agency helping drive our vision to level the playing field for professional Women Athletes around the globe.



THANK YOU

