WOMEN'S ELITE RUGBY

BEFORE THE WORLD IS WATCHING

The opportunity to own and shape professional women's rugby in America

OWN THE CATEGORY BEFORE THE CATEGORY IS FULLY PRICED.

01

BUILT

Two seasons transformed the idea into a functioning sports property.

02

ACCELERATING

Women's sport and U.S. rugby are entering a powerful visibility cycle.

03

SCARCE

There are only so many markets - and only one first generation of owners.



The best time to buy a sports property is before everybody agrees it is valuable.

That moment is rarely comfortable. It is usually where the opportunity lives.

01

THE WINDOW

The opportunity is not to fund an idea. It is to own the next phase.

WER has already done the zero-to-one work.

The league has completed two seasons, created teams, staged professional events and built a live product that reaches beyond the venue. The next capital is not being asked to prove women's rugby can exist. It is being invited to scale a property that already does.

REAL TEAMS

Recognizable local identities and a national competition.

REAL OPERATIONS

Venues, travel, medical, player and event delivery.

REAL AUDIENCE

Spectators, viewers and a growing body of fan data.

OWN BEFORE THE MARKET CATCHES UP.

Three nationally funded accelerants are coming.

WER owns the bridge between them.

2028 — **LOS ANGELES**

Olympic rugby sevens introduces the game to a broad U.S. audience.

2031 — **UNITED STATES**

The Men's Rugby World Cup expands media, sponsor and national awareness.

2033 — **UNITED STATES**

The Women's Rugby World Cup creates the defining domestic acquisition moment.

The winners will be the properties already positioned to capture the attention.

WOMEN'S ELITE RUGBY



A domestic platform is already in position.

Two ways to own the next phase.

Buy the platform. Or build the market.

BUY THE PLATFORM

Invest in the central league.

- National media, sponsorship, IP and expansion economics.
- Exposure to every market rather than one team.
- The ability to help shape the broader category.

BUILD THE MARKET

Own and grow a local team.

- A city identity rooted in one community.
- Local revenues, relationships and fan culture.
- A sports asset supported by a national platform.

One national property. Multiple ways to create value.

Every successful season makes the asset safer - and more expensive.

1

MORE PROOF

Operating evidence reduces category risk.

2

MORE CAPITAL

Lower perceived risk attracts a wider buyer pool.

3

LESS WHITESPACE

More markets, rights and influence are already spoken for.

WAITING IS A DECISION TO TRADE INFLUENCE FOR CERTAINTY.



The market is already emotionally engaged.

The proof is already on the field.

Two seasons converted ambition into evidence.

62

professional events

50,000+

spectators

0

cancellations

500,000+

FAST viewers

~4x

broadcast growth

Source: WER Season 3 Investment Opportunity deck.

Two seasons built a property an incoming owner can accelerate.

COMPETITION

A national professional product with recognizable teams.

OPERATING MUSCLE

Venue, travel, medical, player and event systems already tested.

DISTRIBUTION

A broadcast-ready product built to reach beyond the stadium.

MARKET LEARNING

Two seasons of real experience to guide the next capital phase.

THE NEXT CAPITAL IS GROWTH CAPITAL.

It can be deployed into audience, media, local execution and ownership systems - not into recreating the foundation.



Real teams. Real events. Real audience.

Women's sport is being repriced in real time.

This is no longer a cause looking for funding. It is an asset class attracting capital.

US$3bn

projected global elite women's sports revenue in 2026

46bn

minutes viewed in the U.S. in 2025

+71%

growth in U.S. viewing minutes since 2022

122.5m

U.S. fans of women's sports

52%

of Gen Z sports fans follow women's sports

Sources: Deloitte and Nielsen, 2026.

Scarcity can reprice a sports asset faster than the P&L.

Recent transactions show what happens when proof, governance and buyer demand converge.

$53m

NWSL Boston

An early signal that a developing women's sports property can establish meaningful market price.

$110m

NWSL Denver

A later entry at a higher price as league proof and demand deepened.

$250m

WNBA expansion

A reminder of how far scarcity can travel once a league is fully institutionalized.

WER IS EARLIER - WHICH IS THE POINT.

Sources: NWSL / Sports Business Journal reporting and WNBA expansion reporting.

Rugby offers what the market cannot manufacture.

Visible courage. Physical stakes. Different athlete archetypes. A culture people want to belong to.

INTEGRITY	PASSION	SOLIDARITY	DISCIPLINE	RESPECT

Women's Rugby World Cup 2025 proved the appetite when the product is visible.

444,465
tickets sold

92%
of available inventory

81,885
spectators at the final

147.8m
global broadcast audience

Physical enough to be compelling. Disciplined enough to be trusted.

Sources: World Rugby, Values of the Game; Women's Rugby World Cup 2025 Impact Report.



The audience wants something worth belonging to.

A new fanbase is still choosing its teams.

That is the ideal moment to form loyalty.

49%

became women's rugby fans within the previous two years

55%

expect their interest in rugby to increase

53%

discovered women's rugby through television or streaming

WHY THIS MATTERS FOR WER

- New fans are still open to a domestic club allegiance.
- Player visibility can accelerate discovery and trust.
- A U.S. league can retain attention between global events.

THIS IS THE WINDOW TO FORM LOYALTY BEFORE IT HARDENS ELSEWHERE.

Source: World Rugby, A Blueprint for Growth, second edition.

04

THE STORY ENGINE

Major events create awareness. Leagues create habit.

The match is the source material, not the end product.

A recurring league gives fans a team, a schedule and a relationship with players between global tournaments. Familiarity turns spectacle into loyalty. Loyalty turns attention into commercial value.



A league creates more than match inventory. It creates repeatable attention.

Spectator-led sports are built on cadence and characters.

The lesson is not to copy UFC or Formula 1. It is to understand how unfamiliar sports become easy to follow.

WHAT UFC DEMONSTRATES

- Regular events create appointment viewing.
- Visible stakes make the product easy to understand.
- Rankings, rivalries and personality increase the value of every event.

43 live events annually

WHAT FORMULA 1 DEMONSTRATES

- Fans often connect first with personalities and teams.
- Serialized storytelling expands interest between events.
- Daily digital engagement makes the property feel accessible.

70% of U.S. Gen Z fans surveyed said they engage daily

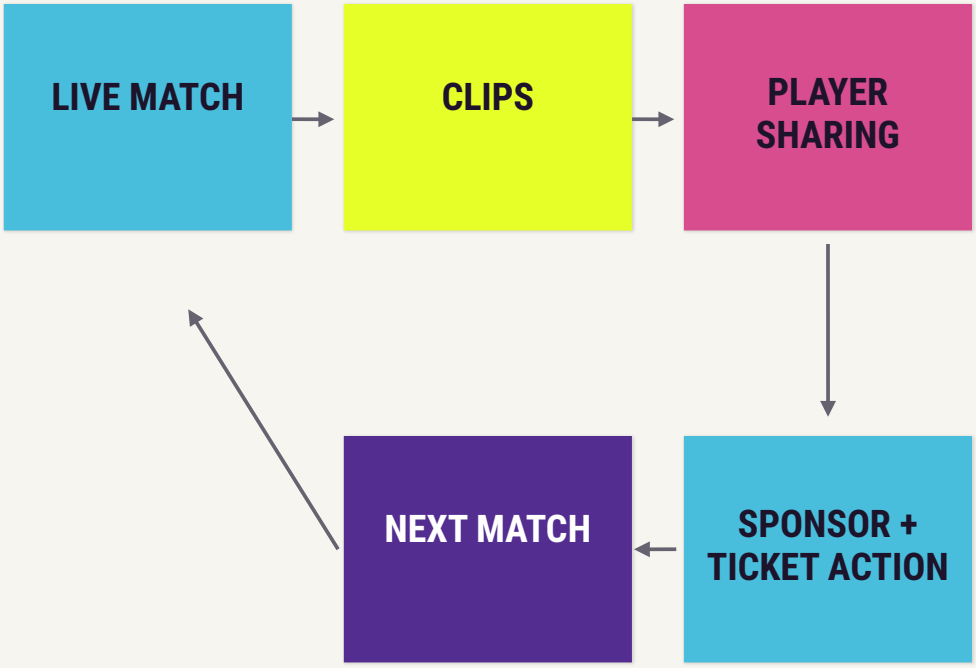
Sources: TKO / Paramount UFC rights announcement; Formula 1, 2025 Global Fan Survey.



Players turn an unfamiliar sport into a human story.

The players are the distribution engine.

Performance. Rivalry. Humor. Vulnerability. Ambition. Identity. The sport becomes easier to enter when fans can see the people inside it.



BUILD FOR THE PHONE AND THE VENUE AT THE SAME TIME.

Mobile-first capture. Fast, rights-cleared distribution. Athlete-led amplification.

Informed by World Rugby RWC 2025 digital and player-led content analysis.



Talent can flow in. Stories, sponsors and audiences can flow out.

A successful U.S. league can become a global stage.

05

THE OWNERSHIP OPPORTUNITY

The winning model is national at the center and local in the market.

Central where fragmentation destroys value. Local where proximity creates it.

The central platform protects the value every team shares. Local owners create the intensity no central office can manufacture.

NATIONAL PLATFORM

- Competition, schedule and standards
- National media and sponsorship
- League brand, IP, data and expansion rights

LOCAL OWNERSHIP

- Local partnerships, ticketing and staffing
- Venue execution and matchday experience
- Team identity, community and fan culture

WER retains a passive 10% equity interest in each team - aligning league and local asset value.

WOMEN'S ELITE RUGBY



The right owner can build a city asset with national leverage.

Choose your ownership path.

Both begin with the same premise: enter before access becomes more expensive.

LEAGUE INVESTMENT

$500,000+

minimum commitment

- Diversified exposure to the full platform
- Media, sponsorship, IP and expansion economics
- A voice in shaping the national category

TEAM OWNERSHIP

$1.5m+

capital capacity plus proof of long-term funding

- Majority local ownership
- Local revenues and market control
- Team-brand appreciation within the WER platform

The best owners bring capital and an unfair advantage.

Reach. Relationships. Patience. Media instinct. Operational discipline. The right contribution can accelerate the value of the entire platform.

CULTURAL REACH

Celebrities and creators who can move attention and shape relevance.

LOCAL POWER

HNW owners with relationships, reputation and market accountability.

PATIENT CAPITAL

Family offices able to fund the build and hold through the growth cycle.

MEDIA + OPERATIONS

Executives who understand distribution, commercial systems and execution.

HOW VALUE COMPOUNDS

Better owners › **Stronger markets** › **More fans + stories** › **Better partners** › **More scarcity** › **Higher asset value**

WOMEN'S ELITE RUGBY

There are only so many markets.

There will only ever be one first generation of owners.

Women's Elite Rugby is seeking qualified investors and prospective team owners who want to shape the next phase - not watch it from the outside.

PHIL CAMM

Chief Commercial Officer

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SCAN TO EMAIL

Detailed financial, legal and operating materials are available in the data room for qualified parties.

Sources

S1 WER, Season 3 Investment Opportunity deck, supplied Nov. 2026.

S2 Deloitte, Women's elite sports revenues to reach US$3 billion in 2026.

S3 Nielsen, The Commercial & Cultural Evolution of Women & Sports, 2026.

S4 World Rugby, Women's Rugby World Cup 2025 Impact Report.

S5 World Rugby, A Blueprint for Growth, second edition.

S6 World Rugby, Values of the Game.

S7 TKO / Paramount UFC media rights announcement, Aug. 11, 2025.

S8 Formula 1, 2025 Global Fan Survey.

S9 Official LA28 and World Rugby event calendars.

S10 NWSL / Sports Business Journal reporting on Boston and Denver expansion fees.

S11 WNBA expansion approval and reported 2026 expansion fees.

DISCUSSION PURPOSES ONLY

Any investment or team ownership opportunity will be provided only to qualified parties through definitive materials and agreements.

WOMEN'S ELITE RUGBY

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