15th December 2023

Burnley FC Holdings Limited

("Burnley FC", "the Company" or the "the Club")

Admission Statement

The Board of Burnley FC Holdings Limited, the owner/operator of Burnley Football Club, are pleased to announce the admission of its ordinary shares to trading on Asset Match ahead of its first auction.

It is intended that the first auction in the Company's shares will be held in March 2024. Thereafter, auctions are expected to be held every quarter. More information, including exact auction dates and details on how to buy and sell, are available on the company profile page.

The directors of the Company are:
Alan Pace (*Chairman & CEO*)
Stuart Hunt (*Executive Director*)
Michael Smith (*Executive Director*)
David Checketts (*Director*)
Antonio Davila (*Director*)
Vlad Torgovnik (*Director*)

Registered office:
Turf Moor, Harry Potts Way, Burnley, Lancashire BB10 4BX, United Kingdom.

Alan Pace, Chairman & CEO of Burnley FC Holdings Limited, commented:
"The Board are pleased to be working with Asset Match to provide a means of ongoing liquidity for Company shareholders."

1. Company Description
Burnley FC Holdings Limited is the Topco of Burnley Football Club operating in the English Premier League.

2. Strategy and Prospects
Burnley FC Holdings (BFC) commits to investing in facilities at Turf Moor, enhancing women's football, and most importantly, further developing the club's respected academy.

Burnley FC will pursue an ambitious goal to make a high-performance hotbed, developing a stable of players equipped for first-team football in the Premier League and to represent their country at international level.

Off the field, Burnley FC will also focus heavily on developing and growing new revenue streams, including within eSports and through alternative media content opportunities. In addition to selectively recruiting additional commercial and marketing talent, BFC will develop an in-house content creation department, with the aim of expanding Burnley's digital and social media presence.

The Company's digital strategy will focus on growing not just the profile of the football club, but also individual players and the team as a collective. BFC believes in the power of sport as a content platform in today's

marketing and entertainment world, with numerous avenues and opportunities available to monetise an expanded audience.

BFC's plan is built on the experience and capabilities of its senior leadership, which brings together a seasoned team of sports, finance, and investment professionals with decades of experience in maximising the performance, operations, and investment of multiple companies.

3. Board of Directors

Brief biographies of the directors of the Company are set out below.

Alan Pace – Chairman & CEO

Alan Pace is an experienced leader in sports and finance services turnarounds with over 20 years of Wall Street experience and 10+ years of sports management and advising. Most recently, Alan was a Managing Director and Global Head of Sales for Securities Services at Citi, responsible for overseeing all facets of client experience for a multibillion-dollar division. Alan joined Citi in May of 2008. Mr. Pace joined Citi from Sports Capital Partners Worldwide, where he was a Partner, responsible for oversight of Soccer assets and assistance with investments in other Sports and Entertainment assets. Additionally, Alan was CEO of Real Salt Lake, a team in Major League Soccer, where he oversaw the turnaround of a consistently last place team through restructuring and enhancement to winning a league title. He has also advised team owners and leagues.

Stuart Hunt – Executive Director

Stuart Hunt is an experienced leader and investor in growth and turnaround assets. Stuart also has 20 years of Wall Street experience leading teams and investing in public and private markets. Mr. Hunt was a Managing Member of HB Investment Group, owning and operating hospitality assets and Quick Service Restaurants and was previously a Principal at Red Cedar Management, a long-short equity hedge fund, sourcing and investing in Financial Technologies, Restaurants and Hospitality. Stuart was also a Partner at Checketts Partners Investment Management responsible for sourcing, investing and restructuring sports, media and related assets.

Michael Smith – Executive Director

Mike Smith has over 20 years leading and representing organizations in financial operations, strategic positioning, complex problem solving, and high-profile crisis management. As Executive Director, Mike has been involved in football recruitment and player development operations. Mike was previously Managing Director and COO of Perfect Order, where he was responsible for development and execution of a billion-dollar disruptive innovation initiative for a Fortune 150 corporation. He was also a Partner at Brewer Attorneys & Counselors with a diverse international practice and significant experience representing and leading domestic and international organizations in strategic advocacy, high-profile crisis management, and restructuring across numerous different industries. Among the many operational assignments, Mike has advised and represented professional American Football leagues, been a Strategic Advisor and Counsel in development of the world's largest ice center (795,000 square feet; 9-full rinks), and represented another Fortune 100 company on its multi-billion-dollar risk portfolio.

David Checketts – Executive Director

Dave Checketts has 30+ year's experience overseeing management & growth of professional sports, media and entertainment companies. Dave founded SCP Worldwide (2002), owning/operating the St. Louis Blues (NHL), 2009 MLS Champions Real Salt Lake & Rio Tinto Stadium. He was also the youngest NBA CEO when named President & GM of Utah Jazz (1983-1989), switching to lead NBA International. Dave was President of the New York Knicks (NBA) 1991-1994, President/CEO of Madison Square Garden 1994-2001, overseeing MSG Arena, New York Knicks, New York Rangers (NHL), MSG Network, FOX Sports Network and Radio City Music Hall.

Prof. Antonio Davila – Executive Director

Antonio Davila is a Professor of Entrepreneurship, Accounting & Control at University of Navarra – IESE Business School and HEC, university of Lausanne. He has been a professor at Stanford University's Graduate Business

School and the Harvard Business School. Prof. Davila obtained his Doctorate in Business Administration from Harvard Business School and has authored 4 books one of them on sports management "Sports Business Management: Decision Making Around the World: & contributed to 17 whilst writing sports related content "The Structure of the Sports Industry," "The Business "Rules of Sports," "Sports Valuation, "and "Revenue Management and Dynamic Pricing". Prof. Davila obtained his MBA from IESE Business School.

Vlad Torgovnik – Executive Director
Vlad is the Chief Information Officer and member of the Senior Management team at one of the world's largest investment management firms, Vlad's responsibility includes technology infrastructure, operations and middle office functions. With over 30 years of experience in technology, Vlad has previously held various CIO positions within both investment and consumer banking and in 2006 was recognised as the Capital Markets CIO of the Year by Bankers Magazine. Vlad holds a BS in Math and Computer Science from New York University, and a Master's in Computer Science from Columbia University

4. Share capital and significant shareholders
At 15 December 2023 the Company's issued share capital consisted of 122,478 Ordinary Shares with a nominal value of 100 pence each, each share having equal voting rights.

The Ordinary Shares are not admitted to trading on any exchange or trading platform other than Asset Match.

The Company has been notified that the following shareholder(s) are interested in 3% or more of the issued share capital of the company:

Name of shareholder	*Number of Ordinary Shares*	*Percentage holding*
Calder Vale Holdings	101,302	82.7%
Velocity Sports	8,985	7.3%
CJA NYC Element LLC	6,128	5%

5. Financial statements
The Company's latest Annual Report and Accounts for the year ended 31 July 2022 can be accessed on the company profile page.

6. Legal and Arbitration Proceedings
During the 12 months preceding the date of this document, neither the Company nor any of its subsidiaries has been engaged in or is currently engaged in any litigation or arbitration proceedings which have or may have had in the recent past a significant effect on the financial position of the Company and so far as the directors are aware, there are no such proceedings pending or threatened by or against the Company or any of its subsidiaries.

7. Responsibility Statement
The directors of Burnley FC Holdings Limited, as set out above, accept responsibility for the information contained within this document. To the best of the knowledge and belief of the directors (who have taken reasonable care to ensure that such is the case) the information contained in this document is in accordance with the facts and does not omit anything likely to affect the import of such information.

REMINDER: It is intended that the first auction in the Company's shares will be held in **March 2024**. Thereafter, auctions will be held at regular intervals. More information, including exact auction dates and details on how to buy and sell, will be provided in due course.

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