

PERFORMANCE

Manchester City's revenue figure was a Club record-breaking £473.4 million for the 2016-17 season, marking an increase of 21% from the previous season.

The two major contributory factors to this growth were a 23% increase in commercial revenue (to £218.0 million) and a 26% increase in broadcasting revenue (to £203.5 million). Matchday revenue (at £51.9 million) remained broadly consistent with the previous year.

The 26% increase in broadcast revenue was primarily driven by the new deal for televised Premier League games which began this season, and qualification for the FA Cup semi-final.

The wage/revenue ratio sits at a healthy 56%, only a five percentage point difference from the previous year.

The 2017 year-end changed from 31 May to 30 June, meaning that this reporting period covers 13 months. This change was introduced to better align the Manchester City financial year with the growing number of entities in the Group. It has had an adverse impact on the profitability of the business, as there is generally little revenue in June while costs continue to accrue. Despite this, the Club has continued to post a profit of £1.1 million on ordinary activities after taxation.

The Club rose one place in the Deloitte Football Money League 2017, overtaking Paris Saint-Germain to become the fifth biggest European club by revenue, and remaining the second biggest club in the Premier League by revenue.

According to Brand Finance, City's brand value passed the US\$1 billion mark, a rise of 13%, making it the sixth most valuable football brand globally in 2017.



PERFORMANCE

FAN PERCEPTIONS OF THE CLUB

SUPPORT FROM MANCHESTER CITY FANS FOR THE CLUB'S PERFORMANCE OVERALL

PROPORTION OF MATCH ATTENDERS SURVEYED WHO AGREE WITH THE FOLLOWING STATEMENT



98%

Heading in the right direction



97%

Has a long-term vision

85%

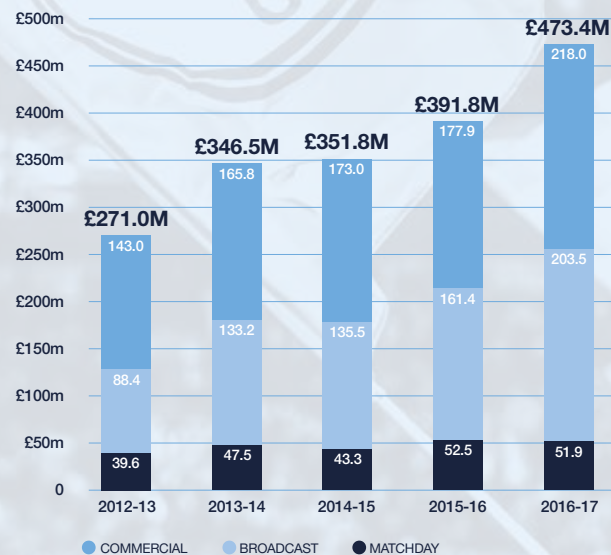
Maintains the ethos and traditions of the club

Source: Premier League Match Attender Survey 2016-17

MANCHESTER CITY REVENUE GROWTH

21% INCREASE IN REVENUES IN 2016-17

£473.4 MILLION



BRAND VALUE

MANCHESTER CITY'S BRAND VALUE PASSES THE \$1BN MARK, MAKING IT THE SIXTH MOST VALUABLE FOOTBALL BRAND GLOBALLY IN 2017

TOP 6 MOST VALUABLE FOOTBALL BRANDS GLOBALLY

Rank	Club	Brand Value (\$bn)
1	Manchester United FC	1.7
2	Real Madrid CF	1.4
3	FC Barcelona	1.4
4	Chelsea FC	1.2
5	FC Bayern München	1.2
6	Manchester City	1.0

Source: Brand Finance Football 50, June 2017

CLUB PROFITABILITY

A THIRD CONSECUTIVE YEAR OF PROFITS IN 2016-17 (BASED ON 13 MONTHS AS THE FINANCIAL YEAR-END CHANGES FROM MAY TO JUNE)

MANCHESTER CITY NET PROFIT/(LOSS)

