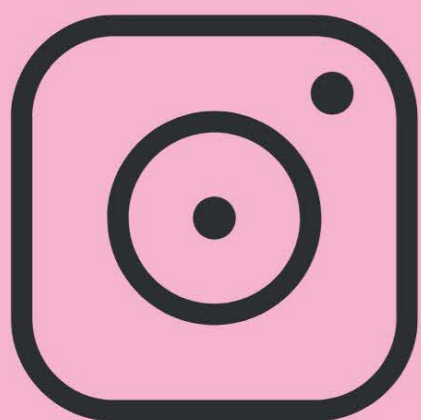




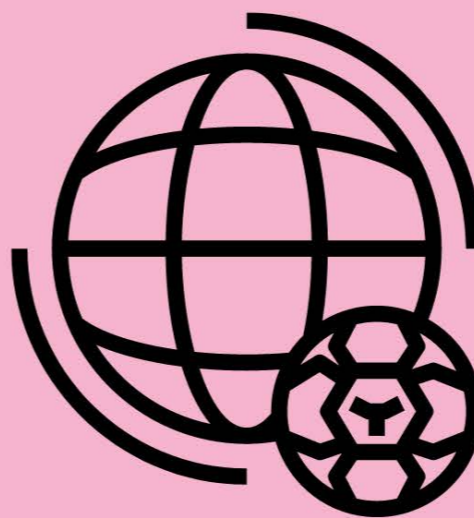
THE LIONEL

"MESSI" EFFECT



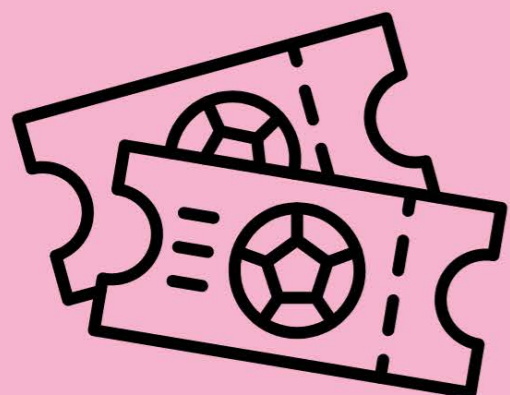
4M

In the first 48 hours after the news broke, Inter Miami added more than four million followers on Instagram, leaping from one million to more than five million, and giving the club more followers than any other sports franchise in the U.S.



\$1B

Prior to the Messi news, Inter Miami was valued as the 10th most valuable MLS franchise by Sportico. After the announcement, it catapulted into the top 20 most valuable franchises in all of world soccer, where no team is less than \$1 billion.



1,000%

Within hours of the announcement that Messi would join Major League Soccer, prices for the cheapest tickets on the secondary market skyrocketed by more than 1,000%.



\$45M

Messi's arrival resulted in Inter Miami selling an estimated \$45 million worth of jerseys within hours after the announcement.