



To any bidder wishing to take ownership of Everton Football Club (EFC):

The EFC Fan Advisory Board (FAB) is a democratically elected body of the Everton fanbase and, for over two years, has conducted fan engagement sessions to understand what is on the minds of EFC supporters, and what they consider key priorities and areas of concern.

Unlike other Fan Advisory Boards in the Premier League, the Everton FAB is well-established - now in its third year, since its inception by the Everton Stakeholder Steering Group (ESSG) - and is fully independent, with a wide range of football heritage, history, and business expertise amongst its membership

Having staved off the threat of relegation and secured top-flight status for yet another year, attention has now turned to the sales process of the Club, as conducted by the current owner Farhad Moshiri.

There seems little point in dwelling on the 777 Share Purchase Agreement that ended after eight months on May 31, other than to hope that any future process can be concluded in a much shorter timeframe. Now is the time for us to look forward and turn our attention to the parties who are in the process of bidding for our Club or may wish to do so ("Bidders"). As one of the greatest sporting institutions in club football we hope any new ownership will nurture, invest and, most importantly, acknowledge that their role as the steward of Everton FC is to run the Club in partnership with its supporters in a way that recognises its heritage, sustainability, creativity, and commercial potential. When also taking into account the unique blend of deep local roots with a vibrant global reach, then any serious bidder should be excited and honoured at the prospect of owning this great Club.

## **New Ownership: Open Letter to Bidders for Everton Football Club**

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Key considerations:

- Founders of the Football League in 1888, with 11 other clubs
- The first football club to play 100 seasons in the top division of English football.
- Most seasons in top-flight football (122 out of 126) and 71 consecutive seasons
- Winners of nine English League titles, five FA Cups and one European Trophy.
- 130 official supporters' clubs across the globe, covering six continents, with a global fanbase estimated at 750,000
- Top quartile social media reach, with followings on various platforms of more than 10 million
- A new Stadium, currently under construction at Bramley-Moore Dock, Liverpool, is set to become the home ground for Everton FC starting from the 2025-26 Season.
- The new stadium is a linchpin for a once-in-a-lifetime regeneration project in the dockside area, including shops, housing, and other amenities.
- The stadium is planned to be a host venue for the UEFA Euro 2028 tournament

As Bidders contemplate the nature of any offer they may wish to make to the present owner, and to help them to secure the support of the fans, we believe it may be helpful to share the questions and issues that have been raised in the above-mentioned fan engagement sessions, as well as the values and traditions that are embedded in our hearts and souls as handed down through generations of Evertonians.

Critically, we would ask that any Bidder ensures that open, transparent, and regular engagement and communication with the supporter base is a priority.

In tandem with this action for your attention and response, the FAB will continue to host fan engagement sessions locally and with supporters across the globe. Should any Bidder wish to take part in these sessions, we would welcome this demonstration of trust and transparency.

The FAB is prepared to meet with potential Bidders at any point.

**Everton Fan Advisory Board**

**10 June 2024**