

FROM ACQUISITION TO ADVANTAGE:
EF'S INVESTMENT IN A WORLDTOUR TEAM



PRO CYCLING





EF EDUCATION FIRST

THE GLOBAL LEADER IN INTERNATIONAL EDUCATION

53K

EMPLOYEES

646

OFFICES & SCHOOLS

114

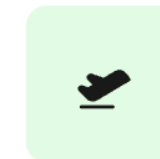
COUNTRIES

OPENING THE WORLD THROUGH EDUCATION

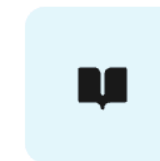
Education First



Learn a language



Educational travel



Academic study



Cultural exchange

WHY DOES EF OWN A CYCLING TEAM?



WE ARE *EF PRO CYCLING*

We are one of the longest running UCI WorldTour teams.

We are the fans' favorite, and a team known for seeing the sport differently.

We are content creators and game-changers.



ATHLETES WHO *INSPIRE THE WORLD*

Our riders don't just race. They connect cultures, create loyal fandom, and bring sponsor stories to life on the world stage.



RICHARD CARAPAZ

- » Olympic gold medalist & Grand Tour champion
- » Ecuadorian national hero with massive Latin American reach



KRISTEN FAULKNER

- » Double Olympic gold medalist
- » Harvard graduate and Silicon Valley innovator
- » Powerful voice for women's sport and storytelling



MAGDELEINE VALLIERES

- » Newly crowned World Champion
- » Amplifies partner visibility on a global stage
- » Authentic, articulate, unstoppable



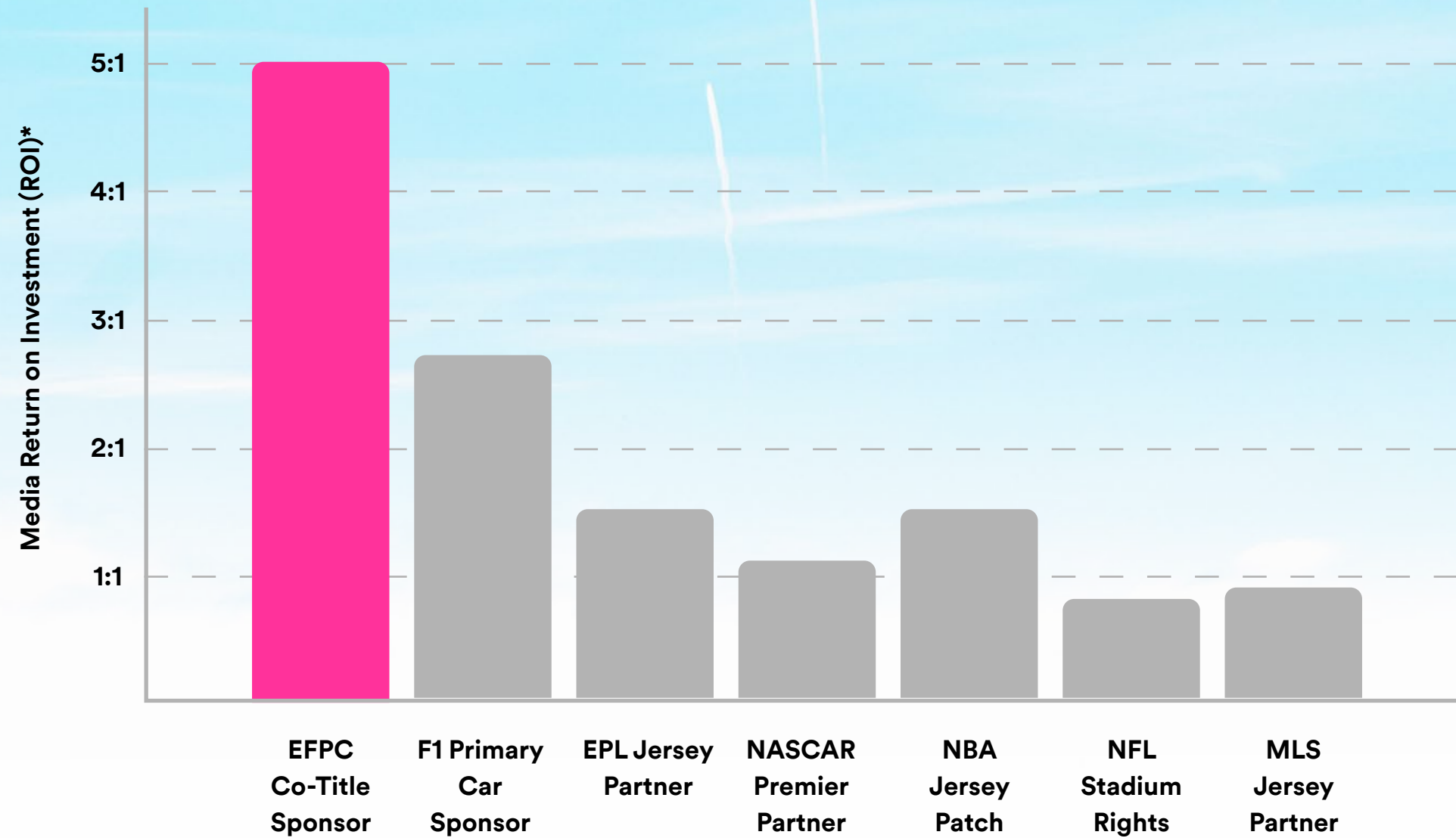
BEN HEALY

- » Tour de France stage winner
- » Third place in 2025 World Championships
- » Wore 2025 Tour de France yellow leader jersey

UNRIVALED *ROI*



ROI for high profile sponsors in various sports tracked by Nielsen Analytics



*Projection of Q1 Media Valuer generated via High Profile Sponsorships

THE TOUR DE FRANCE

2025 Tour de France

Broadcast viewers in Europe alone

150M

TV viewed hours for live broadcast

700M

TikTok views on #TourdeFrance

1.5B



THE IMPORTANCE OF NON-ENDEMIC MEDIA



LACHLAN MORTON



EF PRO CYCLING

UCI
WORLD
TOUR

PPC

PALACE
PALACE
RAPHA



Education First

palace skateboards



EF PRO
CYCLING
X
PALACE
SKATEBOARDS

racetv

THE MOST VIEWED CYCLING
CHANNEL ON YOUTUBE



GENERATING VALUE FOR OUR PARTNERS

Our men's and women's teams are among the best marketed in the sport. We elevate our partners' brands across team content streams with creative precision.

\$128.5M

Value created for all EF Pro Cycling brands in 2024

\$106M

TV broadcast & streaming exposure value

\$5.5M

Social media value

\$17M

Online media value

Source: *Nielson Data*



