



RB Leipzig Case Study

Bundesliga

Overview

In 2009, Red Bull GmbH purchased the playing rights of German fifth-tier football club SSV Markranstädt with the aim of taking the club to top-flight football within eight years. In May 2016, RB Leipzig had achieved its goal and secured promotion to the Bundesliga. One year later, as runners-up in its first season in the Bundesliga, the club gained a place in the UEFA Champions League. RB Leipzig has seen one of the most meteoric rises in professional sport and the club has grown to become one of the most valuable sporting organisations in Europe.



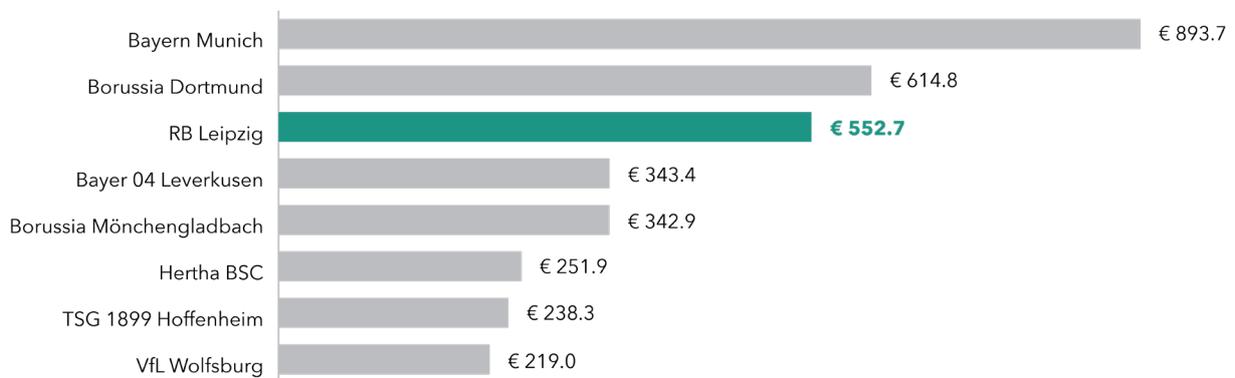
Club Strategy

Driven by the club's 99% shareholding by Red Bull, RB Leipzig's strategy has been based around increasing market value of the club while driving awareness of the brand. From a market value of close to €0 in the fifth tier of German football in 2009, to a market value of over €550m in 2021, RB Leipzig has quickly become one of the most valuable sports clubs in Europe while driving strong brand exposure and return for Red Bull.

Enterprise Value

RB Leipzig is now the third most valuable club in Germany - only behind powerhouses Bayern Munich and Borussia Dortmund - with a valuation in 2021 of €553m.

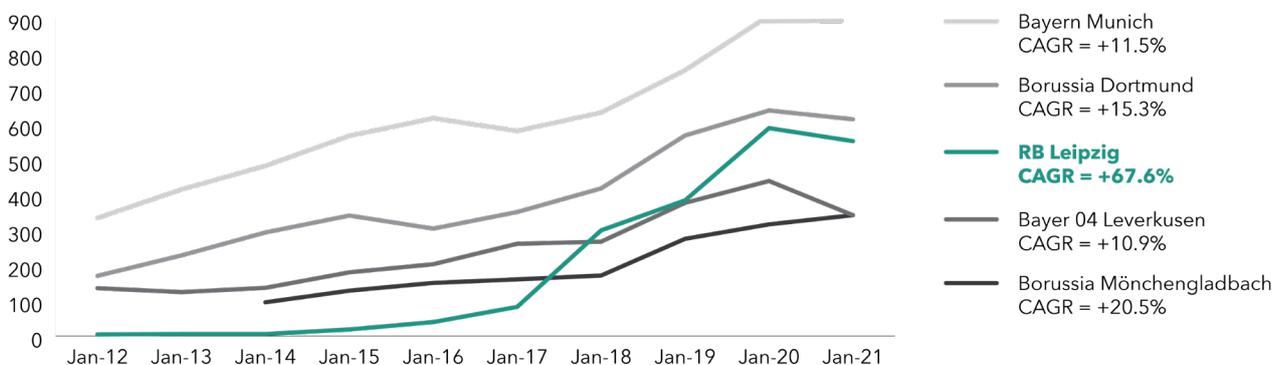
CLUB MARKET VALUE | JANUARY 2021 | € MILLIONS



Source: transfermarkt.com

Compared to the two largest clubs in the Bundesliga, RB Leipzig has grown at a significantly faster rate since 2012 as it continued to achieve promotion and eventually qualification for the UEFA Champions League resulting in far higher annual revenues. RB Leipzig has grown at a CAGR of 67.6% since 2012 while in comparison Bayern Munich and Borussia Dortmund have grown at a CAGR of 11.5% and 15.3% respectively over the same period.

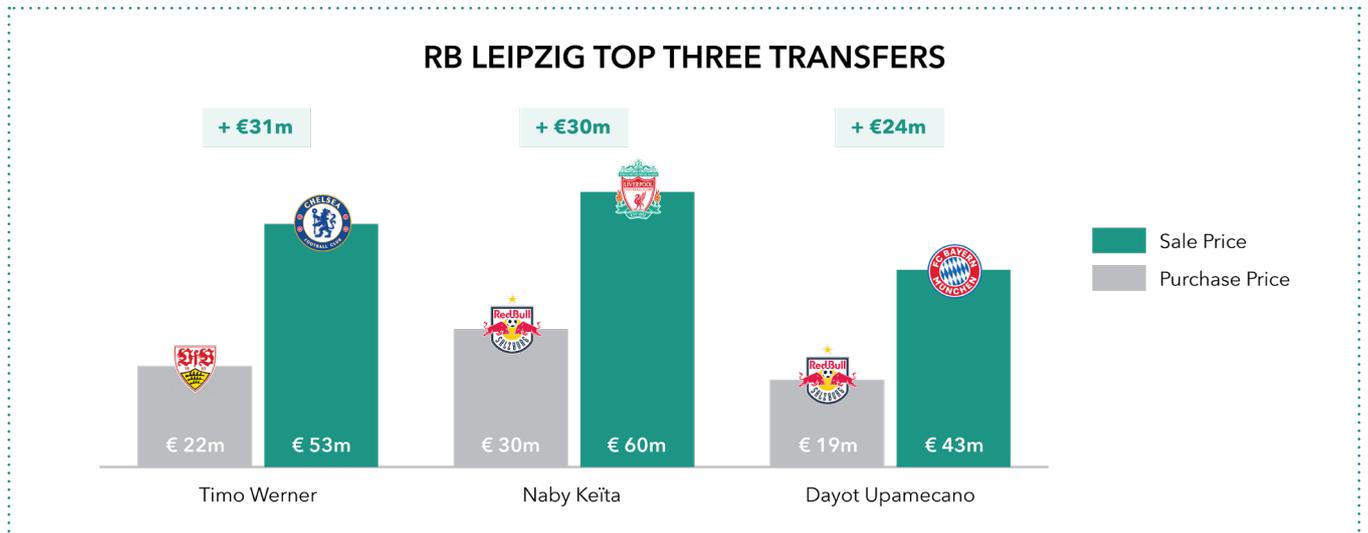
CLUB MARKET VALUE | 2012-2021 | € MILLIONS



Source: transfermarkt.com

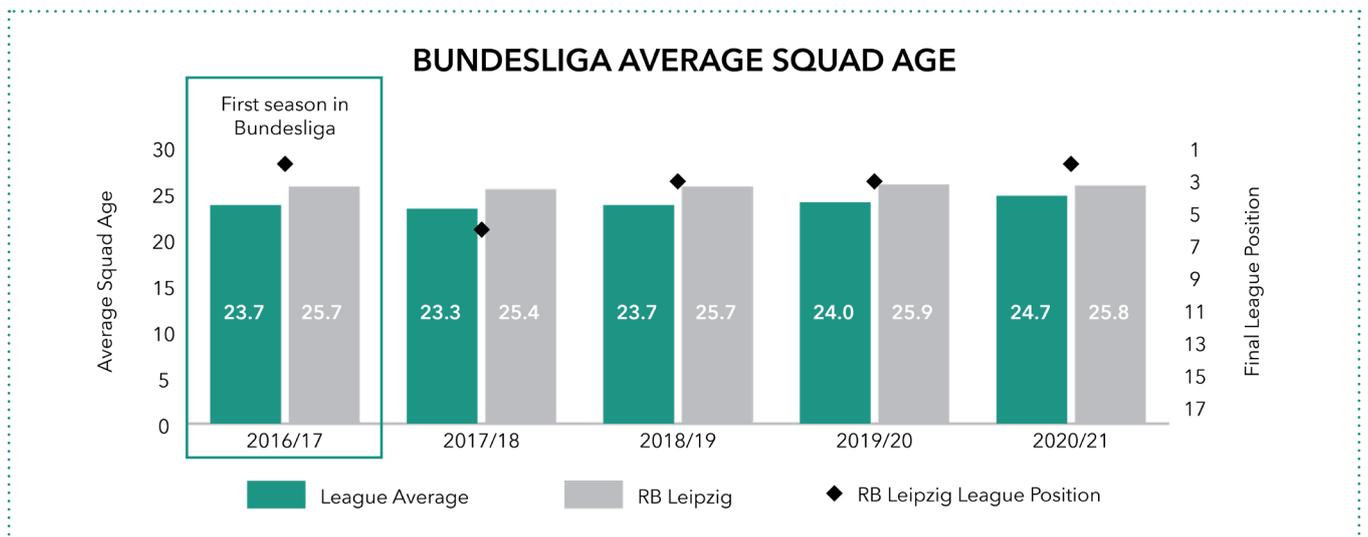
Squad Value and Transfers

In March 2020, the top 20 players in the RB Leipzig playing squad had a combined value of €626m. According to CIES Football Observatory, this means the club has the 14th most valuable top 20 squad in world football only 10 years after they were playing fifth division football when Red Bull took control. By developing young local talent, player transfer revenue has become a strong source of income for the club in recent seasons including the sale of Naby Keita to Liverpool for an enormous fee of €60 million in 2018.



Source: transfermarkt.com

For each of the past five seasons, RB Leipzig has had the youngest squad in the Bundesliga. Despite this, they have finished in the top three teams in four of their five Bundesliga campaigns.



Source: transfermarkt.com