

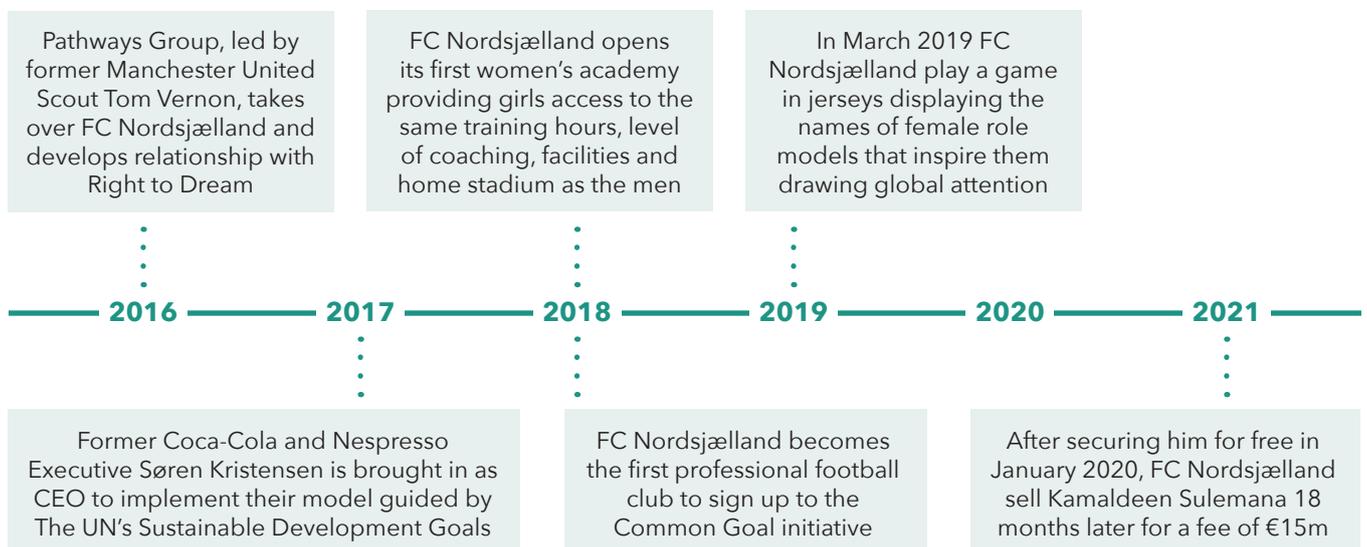


FC Nordsjælland Case Study

Danish Superliga

Overview

FC Nordsjælland is a Danish football club founded in 2003 and currently plays in the Danish Superliga, the highest football league in the country. In 2016, the club was bought by the Pathways Group, a consortium of investors led by former Manchester United scout Tom Vernon. Vernon also founded not-for-profit organisation Right to Dream, which is now majority-owned by the Mansour Group, the second largest company in Egypt. Right to Dream owns a football academy in Ghana which provides FC Nordsjælland with access to young African talent. This relationship with the Right to Dream academy is what has set FC Nordsjælland up as becoming one of the leading development clubs in world football.



Club Strategy

Driven by FC Nordsjælland's connection with the Right to Dream academy, the club's strategy has been based around recruiting and developing young talent. This has led to high interest in players from major European clubs which has provided significant financial rewards for the club.

Transfer History

Since 2013, FC Nordsjælland has net transfer revenue of +€83.5m. The value in their strategy is highlighted by the recent sale of Kamaldeen Sulemana. In July 2021, FC Nordsjælland sold Sulemana for €15m (with a potential additional €5m bonus based on appearances) after securing his services for free in 2020. This is just one example of the club securing impressive financial returns after successfully implementing the overarching strategy.

NET TRANSFER REVENUE | € MILLIONS



Source: transfermarkt.com

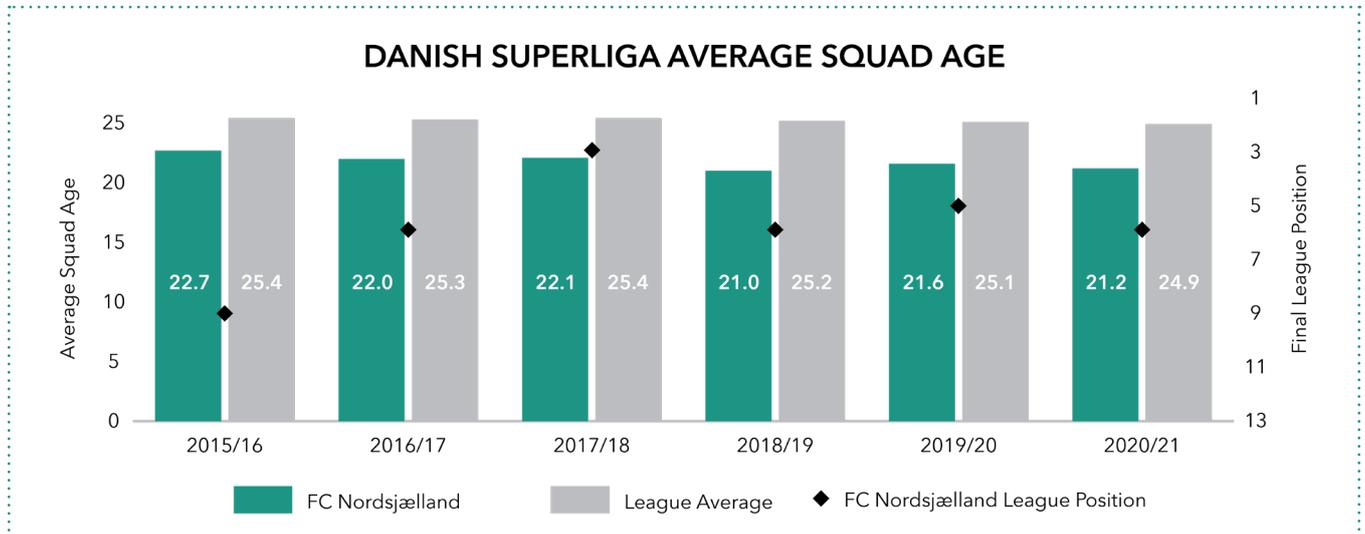
FC NORDSJÆLLAND TOP FIVE TRANSFERS



Source: transfermarkt.com

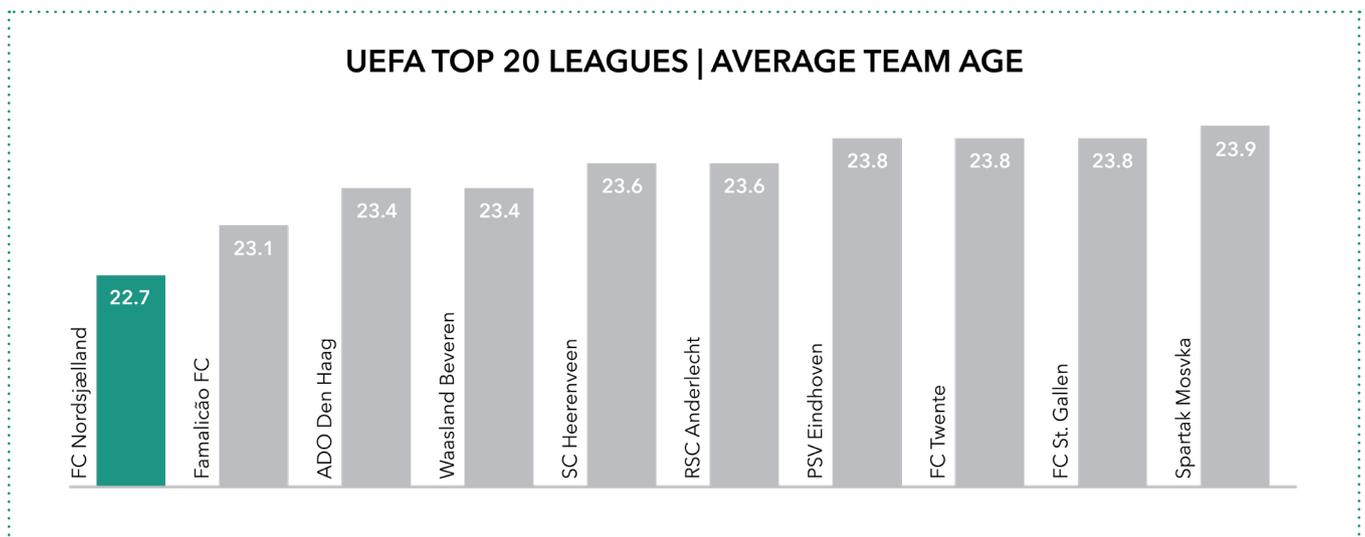
Player Development

For each of the past six seasons, FC Nordsjælland has had the youngest squad in the Danish Superliga. Despite this, they have finished in the top six in five out of their last six campaigns. Their approach is to ensure their young talent has exposure to regular senior football which renders them attractive to the larger European football clubs, with FC Nordsjælland the financial beneficiaries.



Source: transfermarkt.com

In 2019, 16 of their players were selected for their national youth teams, while at least one 17-year-old player featured for FC Nordsjælland in every Superliga match that season. 88% of the squad was recruited from their Right to Dream academies in Denmark or Ghana. As of October 2020, FC Nordsjælland had the youngest team out of all clubs in the top 20 UEFA leagues.



Source: football-observatory.com

Off The Pitch

FC Nordsjælland became the first professional football club to sign up to the Common Goal initiative, meaning the club donates 1% of turnover to Common Goal, with all player and admin contracts included in this commitment. This initiative aims to provide revenue for grassroots football charities around the world to enable them to strengthen their communities through sport. Co-founded by Juan Mata, this initiative has members such as Italian football captain Giorgio Chiellini, Liverpool manager Jürgen Klopp and the Spanish banking group, Santander.