

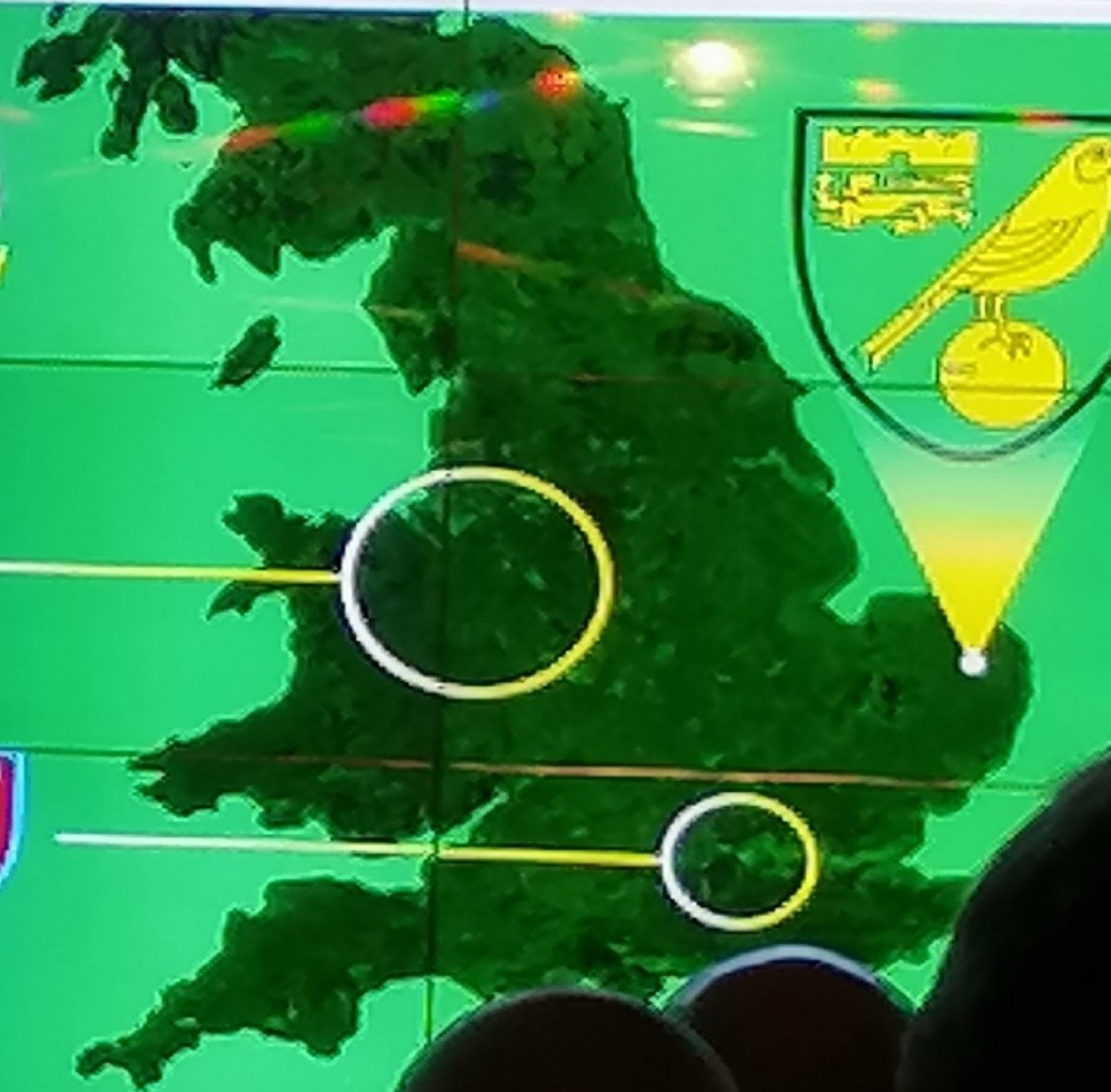


**NORWICH CITY**  
**FOOTBALL CLUB**



# PRIDE OF ANGLIA

NEAREST PREMIER LEAGUE CLUB: OVER 100 MILES AWAY





27,244

CAPACITY

CARROW ROAD

AVERAGE FILL RATE

98%



20,800

SEASON TICKET HOLDERS

UNDER 22

19%

22-40

20%

41-60

31%

OVER 60

30%



**COMMITMENT**



**PRIDE**



**INTEGRITY**

**NONE OF US IS AS SMART AS ALL OF US**



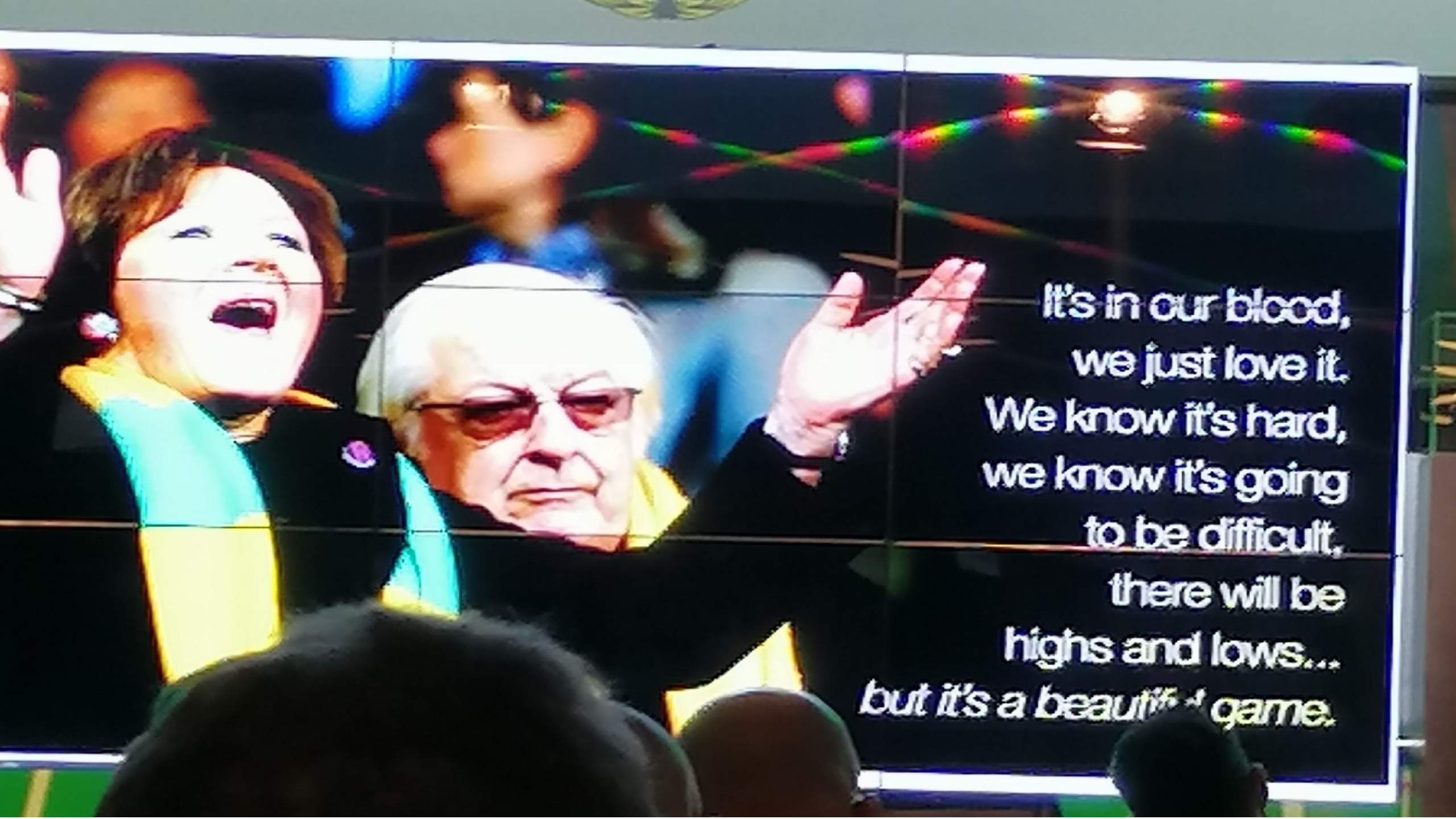
**BELONGING**



**RESILIENCE**

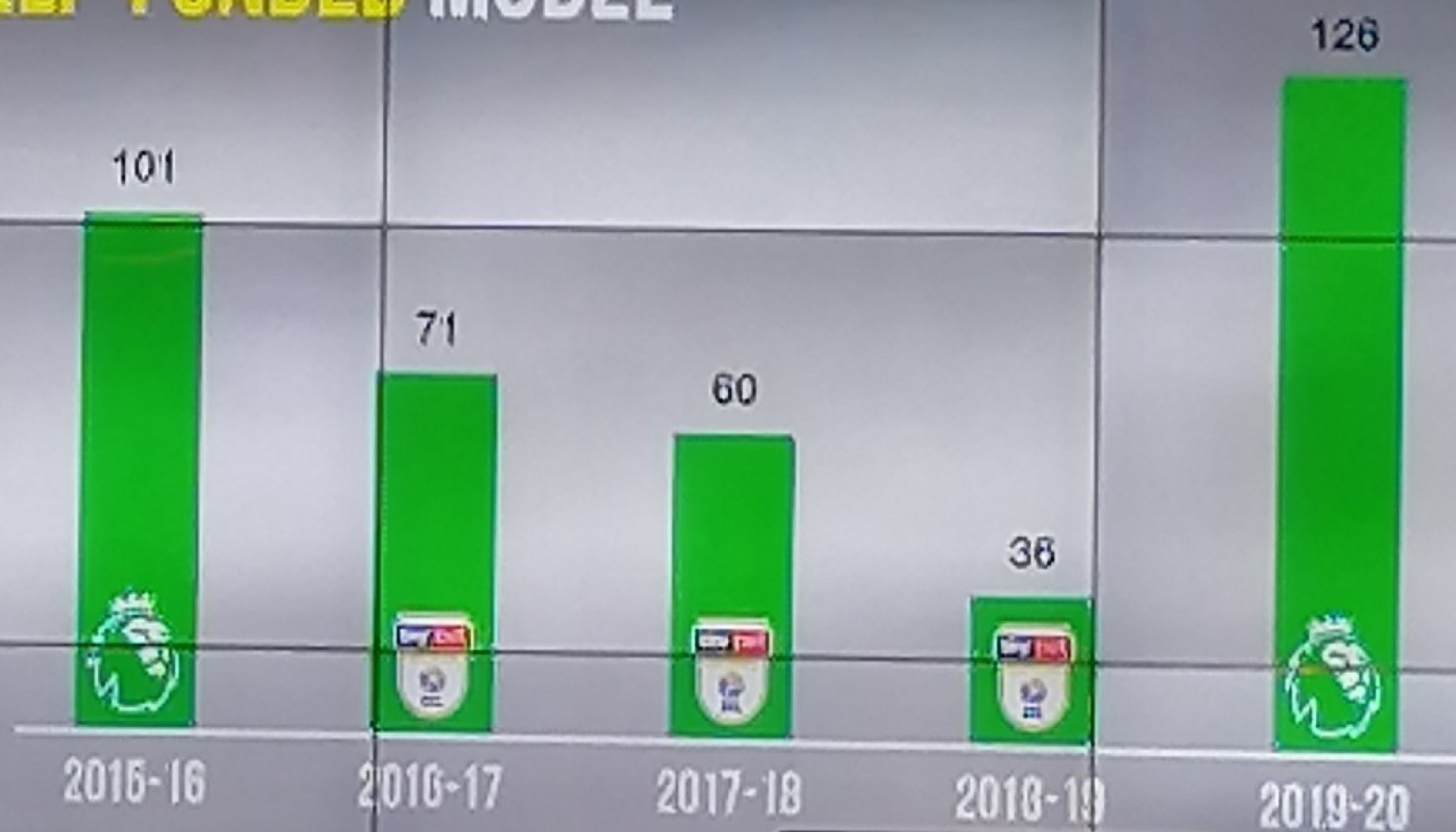


**GROWTH**



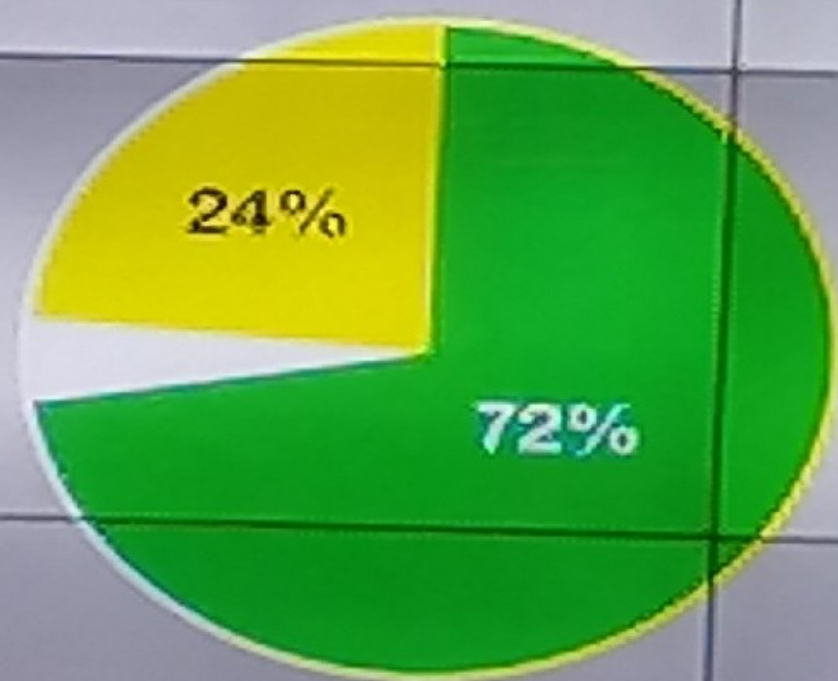
It's in our blood,  
we just love it.  
We know it's hard,  
we know it's going  
to be difficult,  
there will be  
highs and lows...  
*but it's a beautiful game.*

# OUR SELF-FUNDED MODEL



REVENUE PER  
(£million)

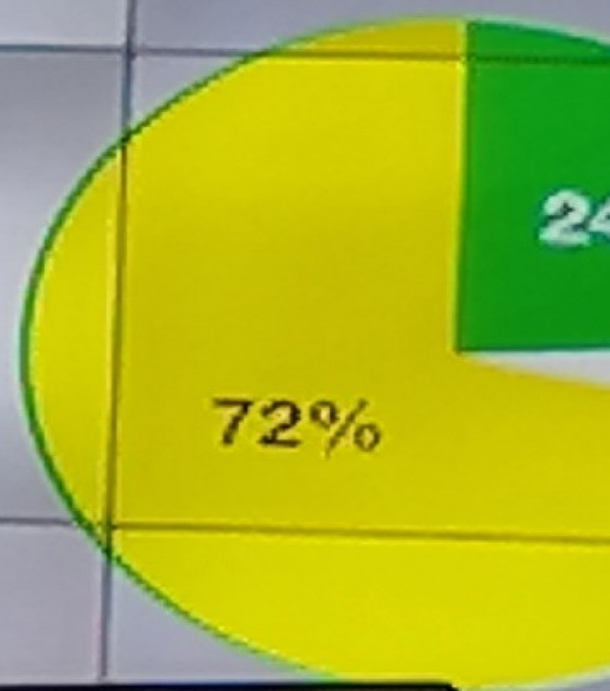
# OUR SELF-FUNDED MODEL



BROADCASTING

COMMERCIAL

OTHER INCOME



Premier League

# OUR SELF-FUNDED MODEL

SEASON STARTS

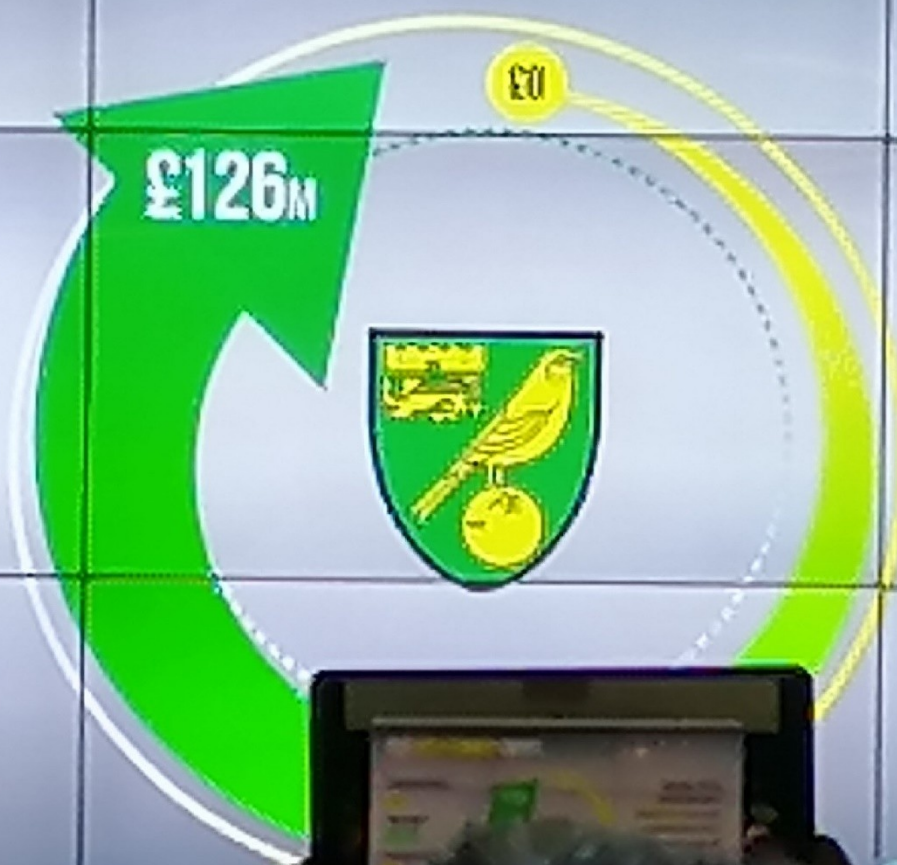
£0

TURNOVER

£126M

SEASON ENDS

£0



REVENUE AFTER

OPERATING COSTS

REINVESTED BACK INTO

CARROW ROAD, FIRST

TEAM AND ACADEMY

INFRASTRUCTURE



**DOMINATE  
POSSESSION**

**WE FIELD  
A TEAM OF  
PLAYERS  
PROUD TO  
WEAR THE  
YELLOW  
SHIRT**

**FANTASTIC  
WORK ETHIC**



**— WE HAVE A —  
PHILOSOPHY**

**PROTAGONISTS  
WHO PLAY THE  
GAME AT OUR  
OWN TEMPO**

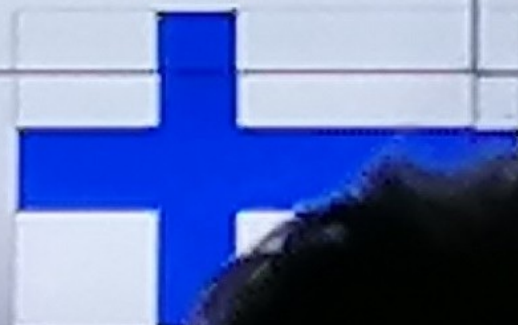
**KEEP  
BELIEVING  
WITH A  
POSITIVE  
MINDSET  
UNTIL THE  
FINAL  
WHISTLE**

A photograph of four football players in yellow and green kits celebrating on a pitch. They are holding a large silver trophy. The background shows a large crowd of spectators in a stadium. The players are wearing scarves with 'sky/bet' branding. The text '24.9%' is overlaid in the bottom left corner.

**24.9%**

**OF MINUTES  
PLAYED IN  
2018-19  
BY ACADEMY  
PRODUCTS**

“IN 30 YEARS TIME US FINNISH PEOPLE WILL LOOK BACK  
AND KNOW THAT, IN OUR GREATEST MOMENT, NORWICH  
CITY WAS THERE TO SUPPORT US”





# THE HUUHKAJAT | THROUGH THE EYES OF THE CANARIES

Huuhkajat /hu:chkojot/

*noun*

1. The eagle owl

ie. "The opposition were attacked by the Huuhkajat."





# THE NORWICH WAY

WHAT WENT RIGHT?

# Summary

- Norwich City FC

- Club info
- Club philosophy (Second video)

<https://www.youtube.com/watch?v=TAtFw4rJVKw>

- International strategy (first video – aiming for the Finnish market)

[https://www.youtube.com/watch?time\\_continue=2&v=fxhD9Lx890g](https://www.youtube.com/watch?time_continue=2&v=fxhD9Lx890g)