

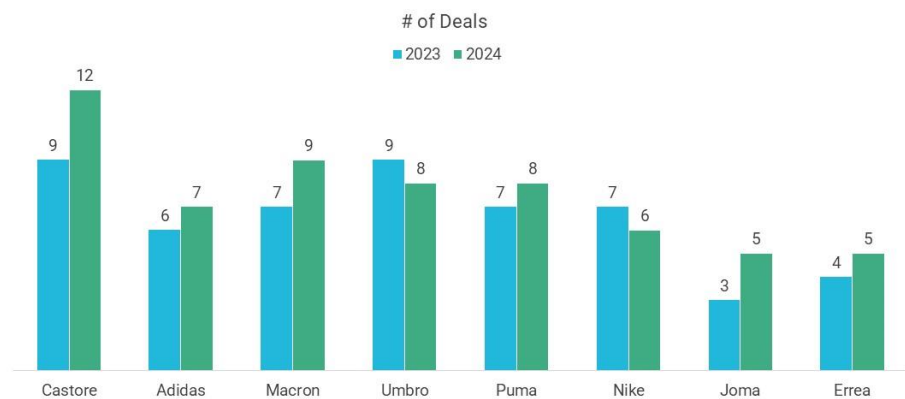
Volume and Values: Castore takes top UK kit supplier sponsor spot

Castore now accounts for one in six kit sponsorship deals in the UK and is now ahead of Adidas, Puma and Nike by volume

London, 14th October 2024: In business for less than a decade, Castore is disrupting a market historically dominated by Nike, Adidas, and Puma. The British sportswear brand has high-profile partnerships in the UK with Red Bull Racing, Everton FC, Rangers FC, the England and Wales Cricket Board, and Andy Murray. In addition, having completed a sub-licensing deal with Umbro earlier this year, Castore has the exclusive right to manage Umbro’s English Premier League team partnerships from the 2024/25 season.



Leading kit supplier sponsors in the UK (across top-flight leagues*)



*Leagues and bodies covered: the ECB, EFL Championship, Formula 1, Premier League, English Premiership, and Scottish Premiership
Source: Ampere Sponsorship

Key findings

- According to Ampere’s analysis of 2000 UK partnership deals across the Premier League, EFL Championship, Formula 1, English Premiership, and the ECB, Castore holds 16% of all official kit supplier partners in the UK in 2024
- The player has grown its UK presence rapidly. Across the same events mentioned above, there were six Castore kit supplier deals in 2022, nine in 2023, and 12 in 2024
- The company now ranks first by the number of sponsorship deals within the UK across these events.
- As a result of deals like this, Castore has been the fastest grower by volume of deals in the UK sports apparel sector over the past three years

- It has avoided vying for the largest deals and has invested more cautiously than these figures might imply. Ampere estimates that it represents less than 5% of the total spend from kit suppliers in the UK
- However, in June 2024, Castore signed a 'club-record' deal with Everton FC worth £20+ million a year, more than double the previous deal with Hummel
- In March 2024, Castore acquired sublicensing rights from Umbro licensee GL Dameck to market the brand across the UK and Europe. This gives it exclusive rights to seek to work with Umbro's existing English Premier League team partnerships, including AFC Bournemouth, Brentford, Luton Town, and West Ham, plus English Football League Clubs Ipswich Town, Huddersfield Town, and Forest Green Rovers
- While Castore trails giants like Nike, Adidas, and Puma in overseas markets, it has also begun to sponsor major European football teams such as Bayer Leverkusen, FC Twente, and Sevilla FC and opened its first store in mainland Europe
- Castore also has seven deals with Cricket teams worldwide. It has just signed a five-year deal with Yorkshire County Cricket Club which includes sportswear and apparel, and taking over all the Club's retail and eCommerce services
- Castore also partners with high-profile athletes including Andy Murray and Adam Peaty which has increased its brand reach and built credibility.

Chloe Ng, Sponsorship Researcher at Ampere Analysis says: "Castore established itself in a market previously dominated by brands such as Nike, Adidas and Puma. Where clubs used to swap brands amongst themselves for sponsorships and kit deals, Castore has offered an alternative as a breakthrough newcomer. Although spending significant sums on sponsorship, it has attempted to avoid going head-to-head with the incumbents and outspending them. Instead, Castore has selectively targeted a broad range of assets to support a more cost-conscious approach to sponsorship, offering customers retail and eCommerce solutions as well as kits and apparel. The company's strategy is paying off. Castore's revenues grew from £49m in 2022 to £115m in 2023, and the firm doubled its profits in the period. The company has succeeded at forming strategic partnerships which continue to grow year-on-year."

Ends

Notes to Editors

- The data analysed in this release is sourced from Ampere's Sponsorship deals database and looks at sports sponsorship data collected for the years 2022 to 2024.
- The leagues covered in this analysis include Formula 1, the Premier League, the EFL Championship, Rugby Premiership, Scottish Premiership, and the England and Wales Cricket Board in the UK. In Europe, other leagues covered include the Eredivisie, Bundesliga, and La Liga.

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About Ampere Analysis

Founded in January 2015, Ampere Analysis is a new breed of media analyst firm. The company's experienced team of sector-leading industry analysts specialises in sport, games, pay and multiscreen TV and next-generation content distribution. Our founders have more than 60 years combined experience of providing data, forecasts and consulting to the major film studios, telecoms and pay TV operators, technology companies, TV channel groups and investment banks. www.ampereanalysis.com