

WHOWEARE

MLB Players, Inc. (MLBPI) is the forprofit subsidiary charged with managing all commercial activities on behalf of the Major League Baseball Players Association

At the core of our business, we bring products and services to market featuring the name, image, and likeness of our Players. With 100+ partners, MLB Players, Inc. brings player-licensed products to fans around the world



A LOOK AT MLB'S GROWTH IN 2024



71 MILLION+ FANS ATTENDED

- Highest Attendance
 Year in 7 Years
- Since the institution of the new rules, attendance has grown by nearly 6.8 million marking a +11% increase since 2022



14.5 BILLION+ MINUTES STREAMED

- Global viewership increased +18% from 2023
- Most watched professional All-Star game across NBA, NFL, and NHL





MLB PLAYERS: REACH AND INFLUENCE

Major League Baseball's player base consists of 1,300 of the world's top athletes and influential personalities

100 MILLION+ ENGAGED FOLLOWERS

MLB Players' collective social media reach transforms them into influential figures off the field, allowing them to form connections with fans by showcasing their individual personalities

PLAYERS FROM 20 COUNTRIES &TERRITORIES

MLB Players represent diverse voices from around the globe, serving as ambassadors for the game and bringing the excitement of America's pastime to fans worldwide





THE REACH OF AN MLB PLAYER

LICENSE

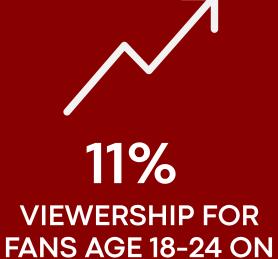
■PLAYERS

The increased presence of dynamic young players across the league in recent years has sparked a surge in attendance amongst younger fans. These rising stars have captured the attention of a new generation of baseball enthusiasts, driving up stadium turnout and rejuvenating the sport's fanbase



FAN DEMOGRAPHICS





MLB.TV IS UP 11% YOY





\$87K **MEDIAN** INCOME

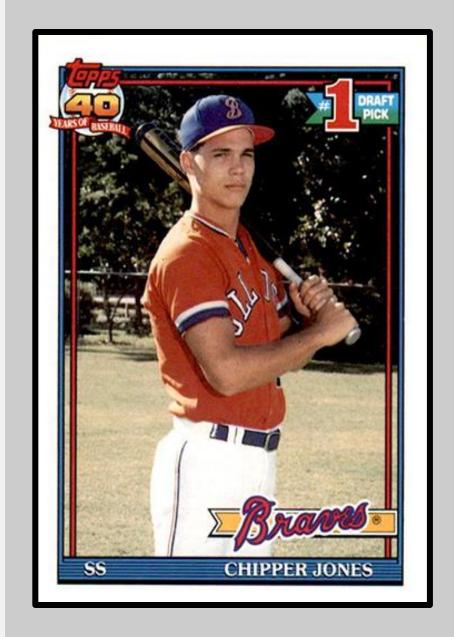
MLBPI GROUP LICENSING

MLBPI's group licensing program utilizes the collective power and equity of the world's greatest athletes and cultural influencers to create a unique and diverse array of products We represent the name, image, and likeness of 1,300 Major League players and offer separate licensing agreements that provide rights to 5,500 Minor League players and numerous Alumni players



A LIFETIME OF PLAYER OPPORTUNITIES

MLB Players, Inc. represents Players at each stage of their professional careers, from the Minor Leagues to the Major Leagues and Beyond:



1991 Topps Draft Pick Card



1999 Topps Base Card



2021 Topps Relic Card



GROUP LICENSING PROGRAM

Group Licensing Rights

- A group license with MLB Players, Inc. is required when the Licensee intends to create licensed products for more than 2 Players, keeping in mind our "Rule of 6"
- "Rule of 6" means that the Licensee must create a collection of licensed products for at least 6 Players concurrently
- These licensing rights are passive (no endorsement)
- Note: If the Licensee is only interested in developing licensed products for 1 or 2 Players (maximum), it is considered an endorsement, and MLBPI will facilitate a direct introduction with player representation to execute



GROUP LICENSING RIGHTS

An MLBPI license is a single license, offering use of the rights of all active MLB Players. It does not include any MLB/ Club rights (team names, team logos, stadium names, etc.). A Licensee contracting both the rights of MLB Players and MLB becomes a "Dual Licensee"

MLBPI's licensees are granted the right to use the following MLB Players' assets:

- Names
- Nicknames
- Likeness
- Signatures
- Numbers
- Voice
- Playing Records
- Biographical Data
- Any other Personal Indicia

Single Licensed Apparel Examples







Dual Licensed Apparel Examples





LICENSED PRODUCTS-APPAREL

We have a large portfolio of single and dual apparel licensees who cater to all fans- men, women, and youth. Apparel product categories cover jerseys, t-shirts, hats, and other fanwear

Some of our apparel partners include Fanatics, Outerstuff, and BreakingT





LICENSED PRODUCTS-HARD GOODS

We have a diverse array of hard goods licensees that bolster the variety of our player product portfolio. Hard goods product categories include bobbleheads, figurines, and artwork

Some of our hard goods partners include FOCO, Funko, and Highland Mint





LICENSED PRODUCTS-BASEBALL CARDS

Through our exclusive partnership with Fanatics Collectibles, we are dedicated to advancing the baseball card industry in new and innovative ways

Our joint efforts are revolutionizing new card designs and implementing effective marketing strategies to provide both seasoned collectors and newcomers with engaging experiences that foster closer connections with their favorite players





LICENSED PRODUCTS-DIGITAL

We have a portfolio of digital licensees, spanning the games and emerging technology sectors

Our games business includes Sony's MLB The Show on console, Konami's MLB Pro Spirit, as well as various free-to-play mobile games from an array of developers including Com2uS and WeMade. On the sports tech side, we have partnerships with youth-oriented companies, including Diamond Kinetics





MLB PLAYERS MARKETING RIGHTS

Promotional Marketing Rights

- A highlight agreement is required if a licensee chooses to actively engage with a Player
- A highlight agreement is used when a player is asked to promote licensed products through avenues such as social media endorsements, promotional events, and autograph deals

• Highlight agreements fall outside of group licensing rights and are handled by MLBPI's

player marketing team and the respective player(s)' agent









Contact Us

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