



WORLD TABLE TENNIS INFORMATION WEBINAR

28 MAY 2020

AGENDA

- I. Welcome *ITTF President Thomas Weikert*
- II. WTT Origins *ITTF CEO Steve Dainton*
- III. WTT Vision and Mission and where are we now *ITTF Marketing Director Matt Pound*
- IV. WTT Professional Process *WTT Selection Panel*
- V. ITTF Institutional Benefits *ITTF Secretary General Raul Calin*
- VI. WTT from an external viewpoint *WTT Commercial Strategy Consultant Philippe Le Floc'h*
- VII. WTT Events *WTT Event Strategy Director Stephen Duckitt*
- VIII. Q&A

HOUSEKEEPING

ITTF PRESIDENT

THOMAS WEIKERT



ITTF CEO

STEVE DAINTON



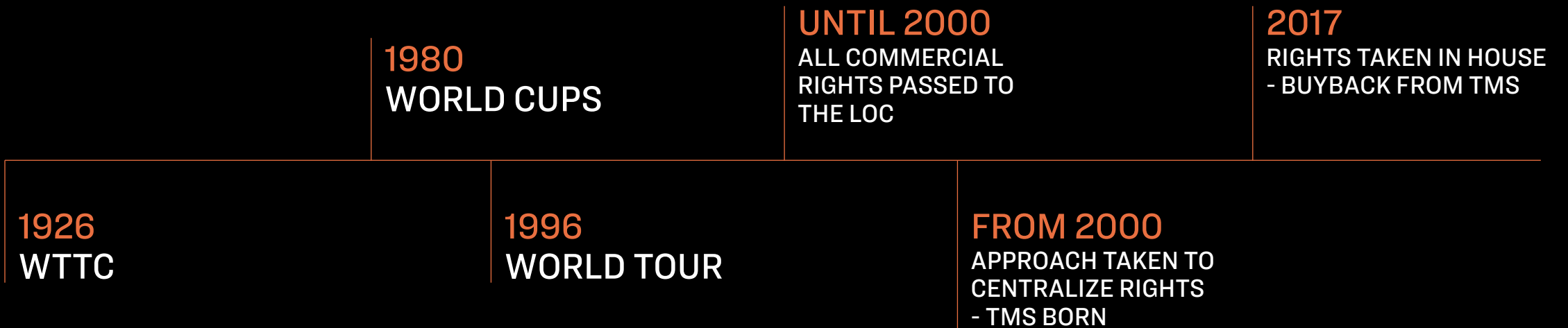
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If you think small, your world will be small.

IF YOU THINK BIG, YOUR WORLD WILL BE BIG.

*Paulo Coelho
Brazilian lyricist*

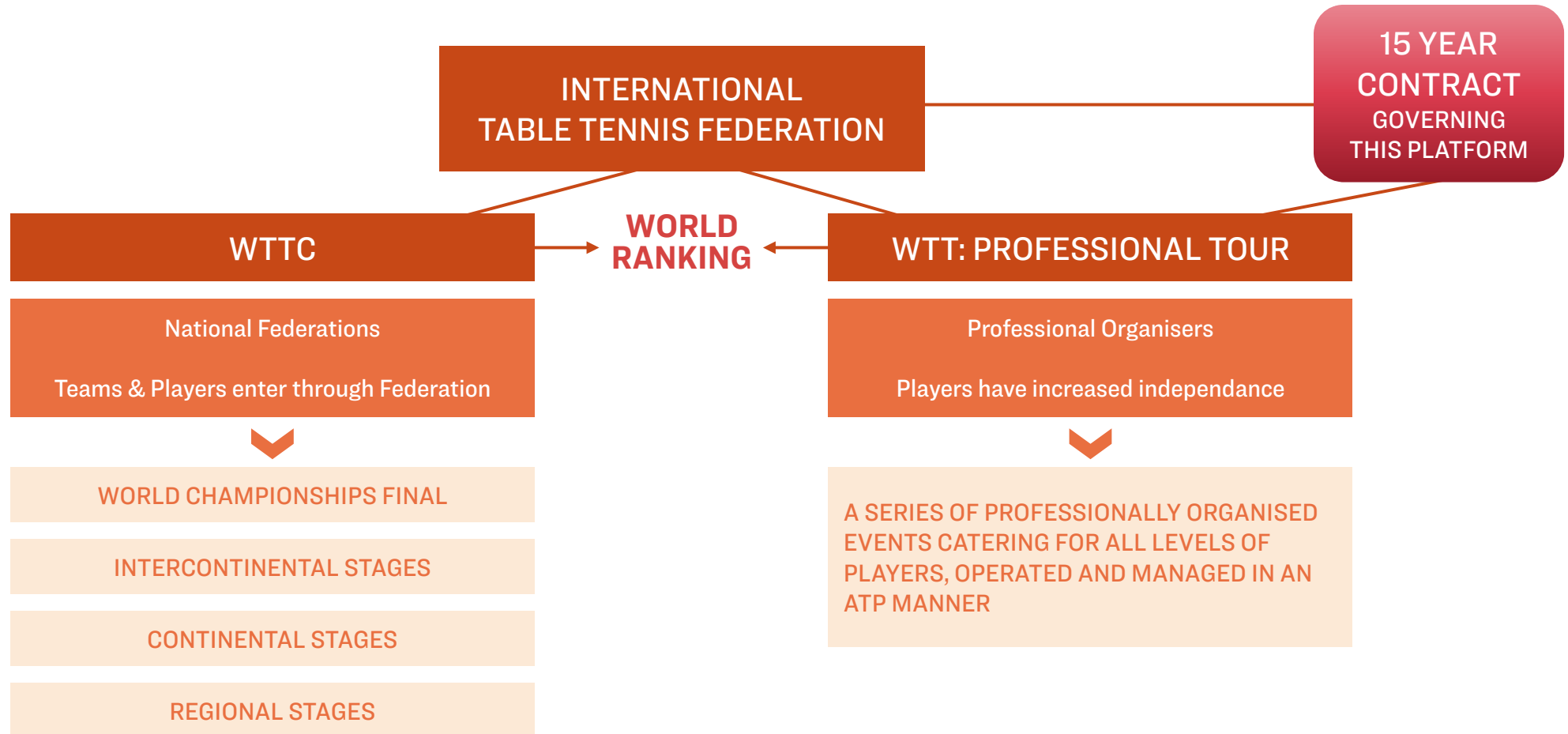
BRIEF HISTORY OF ITTF EVENT PRODUCTS



COULD WE MAKE A BETTER FUTURE? HOW?

- Deloitte and Withers research
- Full modeling and financial understanding of our events and other worldwide properties
- Understanding why Table Tennis was underperforming

INSTITUTIONAL VS PROFESSIONAL PLATFORMS



NOTES:

1. The ITTF to be a pioneer federation of having the professional managed platform and the Federation under its umbrella.
2. 2021 – a clean slate for the ITTF Commercial rights – the chance to do something big.

THE BIRTH OF WORLD TABLE TENNIS



A PROFESSIONAL PLATFORM

FOCUSED ON PLAYERS AND FANS



ENSURING MAXIMUM BENEFIT

FOR THE PLAYERS AND OUR MEMBERS



A MORE POPULAR AND LOVED SPORT

BETTER FOR ALL OF US

UNDERSTANDING THE DIFFERENCE – THE FUTURE

WORLD TABLE TENNIS

- Does not mean that we do not care about other events
- Focuses on one part of the best TT athletes in the world
- Focuses on the area that the ITTF has failed to achieve up till now
- De-risks the ITTF. COVID-19 is the perfect example

INTERNATIONAL TABLE TENNIS FEDERATION

- Allows ITTF to focus on:
 - Membership Development
 - High Performance & Development
 - CSR Activities
 - Governance

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In moments of great change we suffer, somehow hoping deep down that our emotions and dramas can change the future or prevent it from happening. Future happens regardless.

Dragos Bratanu
Author of The Pursuit of Dreams

POTENTIAL ISSUES

- The devastating impact of COVID-19
- ITTF Membership concerned about control – athletes and events
- Traditional event organisers worried we raise the bar too high
- The CEOs (balcony) comments regarding the future of the WTTC
- Ensuring profits benefit table tennis
- Ensuring all regions in the world benefit from events

ITTF MARKETING DIRECTOR

MATT POUND



WTT SELECTION PANEL

—To manage the set-up of World Table Tennis, the ITTF Executive Committee appointed a selection panel:

—Thomas Weikert
ITTF President

—Khalil Al-Mohannadi
ITTF Deputy President

—Petra Sorling
ITTF Executive Vice President for Finances

—Steve Dainton
ITTF CEO

—Matt Pound
ITTF Marketing Director

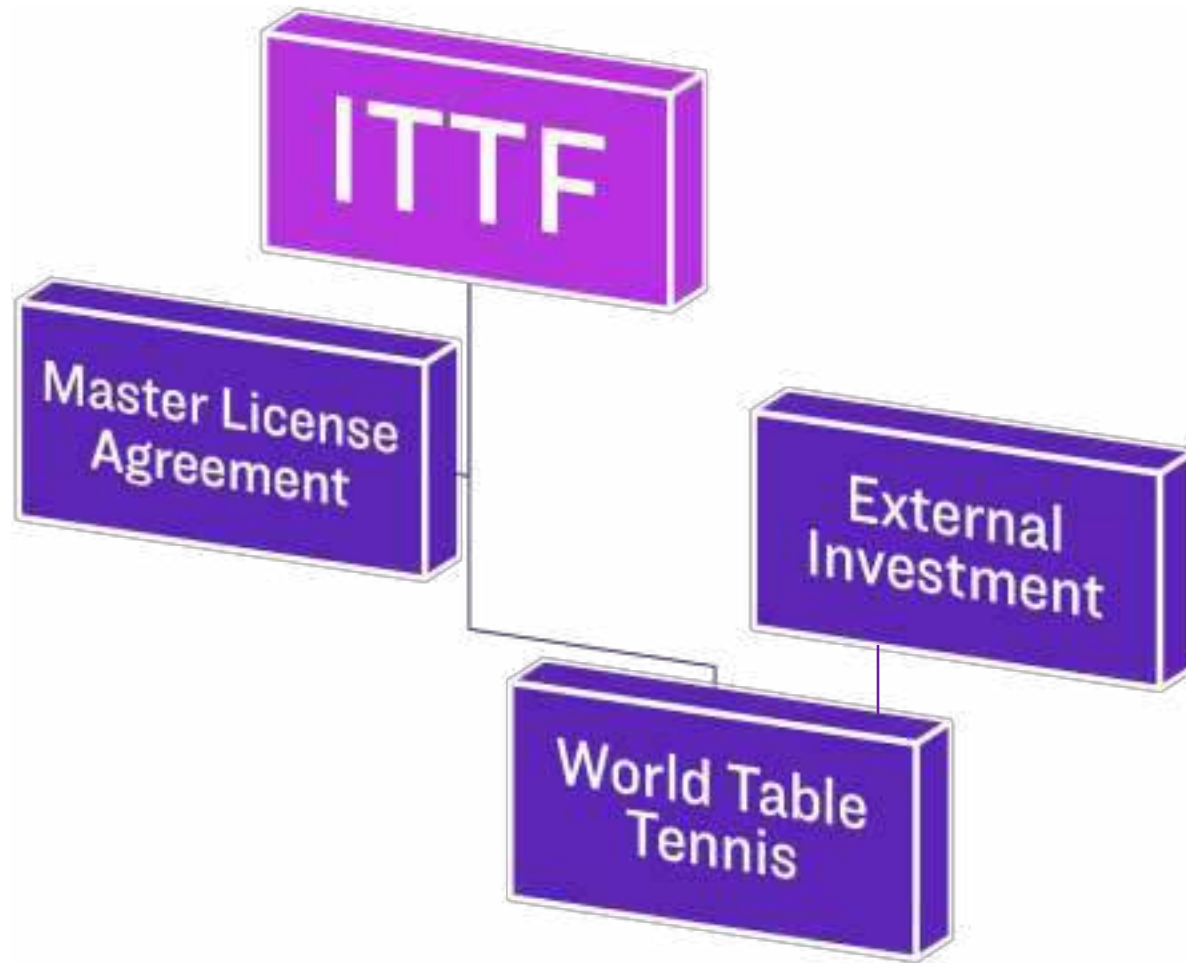
PROFESSIONAL PROCESS

- Supported every step of the way by Withers and Deloitte Sports Group
- ITTF Executive Committee approved the creation of WTT and signed the Master Licence Agreement in 2019
- Robust tender process to find a strategic partner began March 2019 with 50 companies expressing their interest
- Shortlisted 5 companies and met with them twice for them to present their vision for WTT
- Announcement coming shortly about 2 new exciting partnerships unlocking global and China potential

WTT KEY BENEFITS

- Increased prize money
- New professional event series with blockbuster marquee events
- Globally renowned commercial partners and investors
- Exclusive women's tour to further promote the women's game
- Unrivalled development / high performance opportunities for all future stars
- Robust commercial platform enabling table tennis to catch up with other sports
- Enhanced TV production to showcase the stars from a fresh angle
- Investment into a new social and digital strategy to further promote players and events

BUSINESS MODEL



SPORTS WITH SIMILAR MODEL

- IOC → TMS
- FIA → LIBERTY → FORMULA ONE
- UFC → ENDEAVOUR
- RUGBY PRO 14 → CVC
- SERIE A → CVC
- LA LIGA CHINA → MEDIAPRO & DDMC
- ITF DAVIS CUP → KOSMOS
- FOOTBALL ASSOCIATION → PREMIER LEAGUE
- GERMAN FOOTBALL ASSOCIATION → DFL DEUTSCHE FUSSBAL LIGA GMBH
- GERMAN TABLE TENNIS ASSOCIATION → TMG

PROFESSIONALISM

- Hiring high level staff – Philippe Le Floc’h & Stephen Duckitt together with existing ITTF professional staff
- Working with professional companies:
 - Superunion – brand creation
 - 160/90 – fan & audience and x-factor event strategy
 - Turnstile – rights evaluation
 - Pumpjack Dataworks - best in class data and digital strategy
- Soon to announce partnership with one of the biggest players in world sport

ITTF SECRETARY GENERAL

RAUL CALIN



WHAT ARE THE INSTITUTIONAL BENEFITS FROM THE CREATION OF WTT?

- Allow the ITTF to focus attention on state of the art governance
- Ensure we develop and monitor a set of rights and obligations for our members
- Adapt our Constitution to the demands of the XXI Century, including but not limited to:
 - Recognition of the Athletes in a more prominent way in our Constitution
 - Recognition of other stakeholders
 - Separation of powers to ensure
 - i. Quality selection of events (avoid conflict of interest with elected executives)
 - ii. Independent Judicial Tribunal (already existing for Anti-Doping, but not yet for disciplinary actions)
- Boost the education programmes for our future Table Tennis generations
- Focus in developing the sport worldwide
- Ensure integrity across all ITTF activities is paramount

ASOIF REPORT: THE FUTURE OF GLOBAL SPORT

8. Recommendations for a Well Governed Entrepreneurial IF

The picture that has emerged throughout the course of this research is that IFs must tend to two key strands with equal attention in order to remain relevant: governance and entrepreneurialism. Although in certain areas there are guidelines that directionally indicate established ways of doing things, how exactly an IF lives up to this two-tiered challenge will vary on a case-by-case basis.

Based on the many points raised by our contributors, we have devised the following ten specific recommendations that we deem useful for IFs to consider carefully:

Governance

1. IFs should establish and vigorously defend their right to establish the world ranking and their sole right to organise and manage the pathway for the world championships in their sports, as well as control and manage the qualification systems and competitions in their sports at major multi-sport events including the Olympic Games.
2. IFs must earn, assert and maintain the right to govern their sports worldwide in an autonomous manner through establishing and upholding the highest governance standards. As part of the above, IFs must play a major role in the fight against doping in their sports and protecting its/their integrity, particularly in relation to guaranteeing the impartiality and



against breaches of anti-trust, laws and conflict of interest involving events that they organise themselves as primary rights-holders.

4. IFs should regularly review their constitutional statute to ensure they are compliant with the applicable national and regional law in the country that they are based, in addition to international law and standards, while respecting the relevant principles in the Olympic Charter.

5. IFs should strengthen their coordination roles

—IFs must tend to two key strands with equal attention in order to remain relevant:

- Governance
- Entrepreneurialism

ASOIF REPORT: THE FUTURE OF GLOBAL SPORT

- World Rankings
- World Championships pathway
- Olympic Games qualification system
- High Governance Standards
- Fight against doping
- Impartiality of officials
- Fight against match-fixing & corruption
- Administrators of the Calendar
- Mechanism to protect against conflict of interest
- Constitution Review
- Development, Solidarity, Redistribution, Investment of Revenues

ASOIF REPORT: THE FUTURE OF GLOBAL SPORT

Entrepreneurialism

1. IFs must utilise technological advancements, either in-house through direct-to-consumer content distribution, or by partnering with technology providers, digital platforms and online influencers, in order to gain direct access to, understand the consumption behaviour of, engage with and grow their global fan base.

2. IFs must harness the data they obtain from engaging with their fans/consumers in order to tailor their content and distribution strategy and to drive other business decisions.

3. IFs must remain open to innovating their competition and broadcast formats in order to ensure their content is attractive to both the modern and traditional fan and

keeping up with the rapid pace of innovation in sports content distribution.

4. To the extent possible, IFs should invest resources in order to adapt their culture to one that embraces innovation, creativity, experimentation, "fast failure" and learning from mistakes. Crucial in this regard will be IFs ability to set forward a vision and mission that attracts the talent that is required to achieve true entrepreneurialism.

5. IFs should open themselves up to investment from risk-sharing, collaboration and partnership with both the private sector and the appropriate levels of government in order to maximise the commercial potential of their assets (competitions) and to optimise the benefits for all interested stakeholders.

- Understand consumer behavior
- Harness data to tailor content and distribution strategy
- Open to innovation and broadcast formats
- Invest resources to embrace innovation, creativity and experimentation
- Fast failure and learning from mistakes
- Vision and mission attracting talent
- Open to investment from risk-sharing, collaboration and partnership with private sector and government to maximise commercial potential and benefits for stakeholders



Two of the three major actors in the growing sports space, governments and sport governing bodies are, as institutions, appropriately considered and relatively slow to act. This means that the evolution of the roles of the Ifs and NFs will be slower than many might predict. Nevertheless, this evolution will most surely come including as a result of the impacts of the third major actor, business. We, therefore, face a rapid evolution rather than a revolution but there will be winners and losers.

Craig McLatchey
Lagardère Sports and Entertainment

WTT COMMERCIAL STRATEGIC CONSULTANT

PHILIPPE LE FLOC'H



27 YEARS SPORTS BUSINESS EXPERIENCE

FIFA - Chief Commercial Officer: delivered a record USD 6.421 billion for FIFA's 2015-2018 commercial cycle

Customised Solution – Owner: media & marketing strategies consultancy

CAA Sports Middle East – Managing Director: media & marketing consultancy

UEFA - Marketing Director: doubled club competitions global revenues over 3 sales cycles

ISL Marketing AG - Vice President Head of Event Licensing: the Swiss-based full-service sports marketing agency whose clients included IOC, FIFA, UEFA, IAAF, FIBA, FINA, OCA, ATP and ERC

EVOLUTION OF SPORTING LANDSCAPE

Every 20 years the industry faces a major “evolution step”.

—20 YEARS AGO

- Rights control shifted from agencies to major federations triggering revenue increase
- Analog switch to digital (TV channels, Telcos) triggering change of media rights landscape and fees hike

—20 YEARS LATER (IE. NOW)

- Right holders need to manage their commercial rights as professional businesses (incl. external investment if needed) at arm’s length with political governance
- Digital transformation facilitates wide use of content to engage with customers in fragmented environment triggering review of commercial strategies

ATTRACTION TO THE WTT PROJECT

- WTT creation as autonomous entity as no other IFs have really done it
- Clean slate and blank sheet of paper to develop WTT Series on all accounts (incl. commercial strategy) factoring in all latest trends

THE WAY FORWARD

- COVID-19 is a human tragedy but for the sports industry, more than an immediate hindrance (events cancellation), it is a turbo charged agent of change, the catalyst that will precipitate digital transformation and drastically change consuming trends and behaviours.
- WTT is planning a new competition series with a new commercial strategy to be implemented in 2021.
 - As a full encompassing commercial entity, WTT's nature allows it to attract external investment to finance the development work needed
 - Its commercial clean slate allows WTT a forward thinking and agile approach factoring in digital transformation and new trends
- With a new structure, external investors, supporting agencies, new competition, new commercial strategy, dedicated and professional staff, WTT is well equipped to tackle as well as possible the challenge of a very difficult sport business market ahead of us.
- If successful, WTT's forward thinking and innovative approach will be an example and benchmark for many IFs and win industry's accolades.

WTT EVENT STRATEGY DIRECTOR

STEPHEN DUCKITT



15 YEARS SPORTS MANAGEMENT EXPERIENCE

TIANJIN OPEN – WTA INTERNATIONAL SERIES (2015-2019)

Tournament Director - Established event as the largest annual sporting event in Tianjin

TAIWAN OPEN – WTA INTERNATIONAL SERIES (2016-2018)

Tournament Director - Hosted first WTA International Series event in Taiwan

CHINA OPEN – WTA PREMIER MANDATORY / ATP WORLD TOUR 500 (2012-2014)

Senior Consultant - Event Management – Re-focused tournament delivery across player services, commercial, operations and branding to establish event as one of the most professional on the ATP / WTA tours

ATP WORLD TOUR (2005-2012)

Senior Manager – PR & Marketing – Member of global PR team for in-event PR and marketing delivery and brand redevelopment (2008/9). Led Asia-Pacific PR and Marketing strategy.

Player Operations Manager for the Tennis Masters Cup Shanghai / ATP World Tour Finals London

GOVERNANCE EXPERIENCE

WTA TOURNAMENT COUNCIL REPRESENTATIVE

WHAT ARE WE TRYING TO ACHIEVE?

- **CREATE A NEW ERA FOR THE SPORT**
 - Strategic event partners with a long-term view
 - WTT to establish a whole of sport pathway
 - Bring a new professional era – for both players and events
- **INCREASED PRIZE MONEY**
 - Significant prize money increases / more players earning money through WTT
 - Financial incentive to play across all WTT tiers
 - Create vehicle for players to earn majority of income from WTT
- **BETTER EVENTS & EVENT STRUCTURE**
 - Creation of a strategic global event calendar to allow players to maximise playing potential while staying true to pre-existing ITTF and Continental events
 - Introducing minimum event standards to ensure events are delivering a better product for fans, sponsors and most importantly players
 - Better player conditions onsite = Make players feel like they are stars of the show ALL of the time
 - Better fan and sponsor experience through better facilities and engagement
 - Structural changes to event composition and formats to improve the product
- **INCREASED MARKETING**
 - Wide ranging marketing and promotions strategy to tell the “story of WTT”
 - Revamp the rankings to create a clear, consist year-long story line with Year-End Champions
 - Creation of marketing programs that build individual player and event personalities
 - Creation of event look and feel across WTT Series to drive commercial opportunities

“WHATEVER THE BUSINESS AND WHATEVER THE PROBLEM, DOING NOTHING IS NEVER THE ANSWER.

PROGRESS REQUIRES CHANGE; THE ONLY WAY TO MOVE FORWARD IS TO STRIVE FOR THE UNEXPECTED.” - fst Agency

— DRAW SIZE CHANGES

- Events to have consistent main draw sizes
- Controlled qualifying for better event management / player services and event quality improvement
- LOC/NA/Host to determine qualifying size from pre-existing event
- Increase fluctuation in ranking moving

— MORE PLAYERS WITH DIRECT ENTRY

- Increases prize money to players
- Ensures players earning rankings points
- Players less fatigued due to reduced qualifying matches
- Stronger competition from Round 1 to ensure better quality product

— SEEDING CHANGES

- Players automatically entered into event → Change in usage of the term seeded.
- Top 8 players to be seeded at events and determined at time of draw (Top 16 at Star Contender)
- Seeded Player now to be used as term for players ranked 1-8 or 1-16 depending on event at time of draw
- Removes protection of players hiding behind seeding and increase ranking fluctuation amongst players

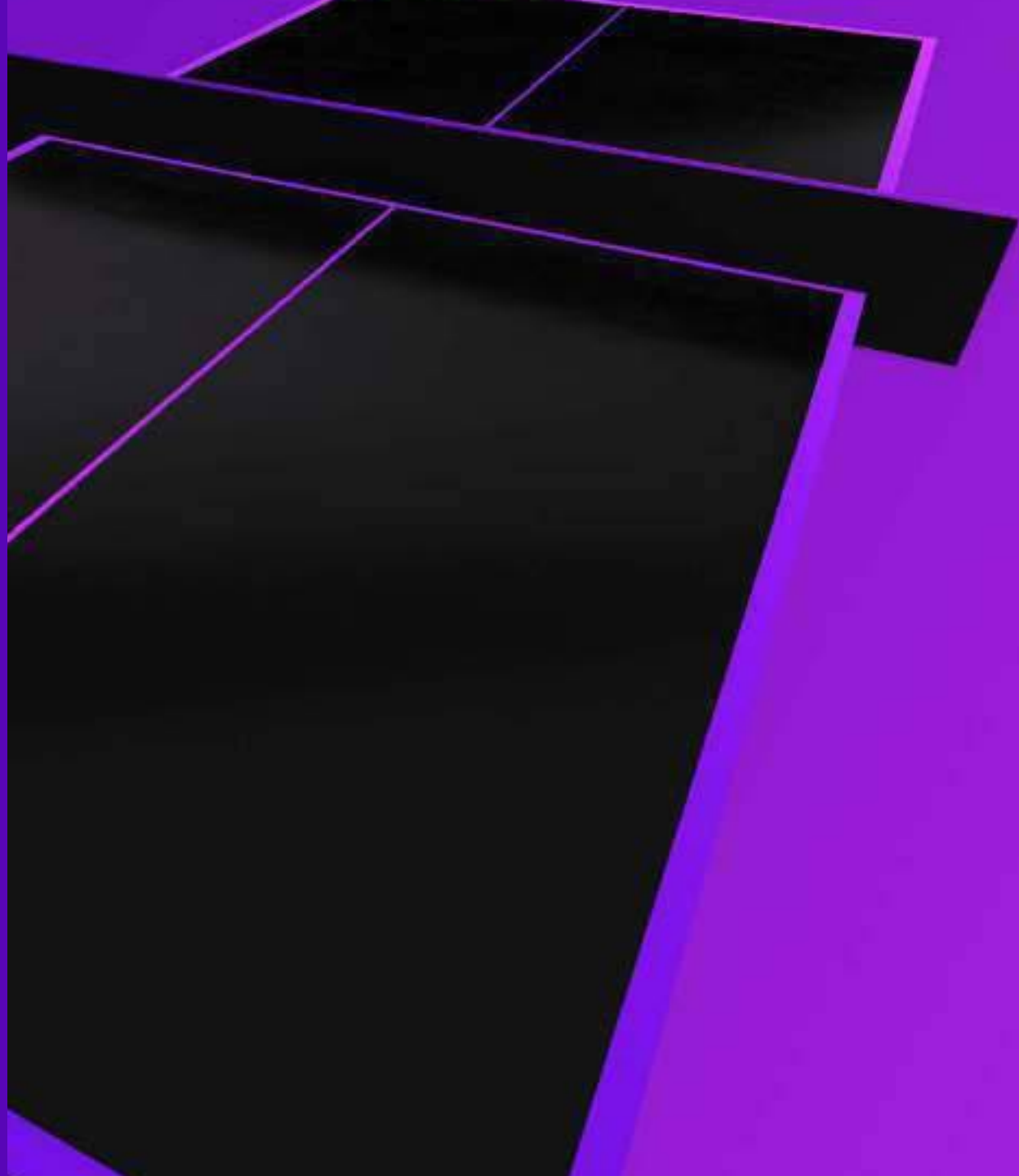
— ENTRY REQUIREMENTS

- Standardised National Entry Restriction
- Introduction of Top 20 Play Down Restriction
- Greater flexibility with Host Wildcard Nominations
- Promotion of Youth/Junior Development with WTT Youth Wildcard Nomination

WTT FORMAT - SUMMARY

	GRAND SMASH	WTT CHAMPIONS	WTT STAR CONTENDER	WTT CONTENDER	WTT CUP FINALS
Main Draw Singles	64	32	48	32	16
Direct Entry	50	30	32	18	16
Qualifiers	8	-	8	8	-
Host Wild Cards	4	1	4	3	-
WTT Nominations	2 (+ CC's)	1	2 + 2 x Top 20	1 + 2 x Top 20	-
Qualifying Singles	64		32 / 48 / 64	48 / 64 / 96	
Direct Entry	58		28 / 42 / 56	42 / 56 / 84	
Host Wild Cards	6		4 / 6 / 8	6 / 8 / 12	
Main Draw Doubles	24		16	16	8
Direct Entry	20		10	10	8
Qualifiers	-		4	4	-
Host Wild Cards	4		2	2	-
Main Draw Mixed Doubles	16		8	8	
Direct Entry	14		6	6	
Host Wild Cards	2		2	2	
Qualifying Doubles			16	16 / 32	
Direct Entry			14	14 / 28	
Host Wild Cards			2	2 / 4	
Direct Entry Restriction	6 players per country	4 players per country	Max 2 Top 20	Max 2 Top 20	Best Players Only

WTT HOST CITY STRATEGY



WTT HOST CITY STRATEGY

WTT HOST CITY TARGETS

— GLOBAL CITIES

- Showcasing WTT as a truly global sport by having events in the cities that have global brand recognition

— KEY WTT MARKETS

- Markets where we have established TT strong holds

— STRATEGIC GROWTH MARKETS

- Markets where we believe we need to be to ensure future growth in TT for player development, commercial or marketing purposes.

— NEED TO WORK WITH NA's / PROMOTERS / CITIES PREPARED TO PLACE EVENTS IN KEY CITIES WITHIN THEIR COUNTRY

- Elevates status of WTT when events held in larger, popular, well-known cities with tourism attraction

WTT EXPRESSION OF INTEREST UPDATE

WTT HOST CITY TARGETS

- OFFICIAL EXPRESSIONS OF INTEREST RECEIVED
 - 24 Different Organisations
 - 18 Different Countries + Hong Kong SAR
 - China - 10+ cities
- ONGOING DISCUSSIONS
 - 2 x GLOBAL VENUE MANAGEMENT COMPANIES
 - 6 Different Countries continuing discussions but yet to submit formal expression of interest
- CURRENT PHASE
 - Event Manuals and Associated Documents for event manuals distributed last week
 - Host Candidates to submit applications for events by 6 June, 2020.



EVENT MANUAL WTT GRAND SMASH

THE FUTURE OF TABLE TENNIS IS HERE.

Event Manual for Event Organisers
and Local Organising Committees
of WTT Grand Smash Events



WELCOME TO WORLD TABLE TENNIS

Table tennis is one of the most exciting and well-loved recreational sports in the world today. It is accessible to all, whether playing in front of a crowd or in a friendly social environment. It is also a rewarding competitive activity.

The sports governing and M&A (Marketing and Advertising) departments of WTT will be pleased to help you with all aspects of planning for the best and exciting event ever. With the support of our marketing and advertising departments, you can create a successful event for WTT Table Tennis (WTT) and the new event series.

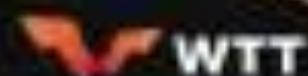
The highlights of the WTT Grand Smash are the Grand Smash games, featuring a special game to raise money for charitable causes and a special event for the year.

The new event series will be a series of games, featuring a special game to raise money for charitable causes and a special event for the year.

The development of our event manual is a key part of our commitment to ensure that every event is successful and enjoyable for all participants.

Thank you for your support and commitment to table tennis and WTT. We look forward to working with you.

DRAFT



EVENT SERVICES

WTT provides a range of services to support the success of your event. These include:

- Event planning and management
- Marketing and advertising support
- Logistics and venue management
- Accommodation and travel arrangements
- Food and beverage services

4.1 PLAYER SERVICES

WTT provides a range of services to support the success of your event. These include:

- Player registration and check-in
- Player accommodation and travel
- Player meals and refreshments
- Player transport and parking
- Player medical and first aid services
- Player merchandise and souvenirs

CALENDAR

WTT EVENT PLACEMENT

— GETTING IT RIGHT

- Ensuring that we have a calendar that is strategic and logical that doesn't overburden WTT with travelling
- Ensure that players are not being forced to zig zag across the planet to play WTT events
- Ensuring we have events at back-end of season to create Cup Finals qualification excitement
- Roadmap calendar to allow WTT event growth through 2024

— PRIORITY PLACEMENT

- Working with potential long term event hosts to accommodate their requests as best we can
- Ensuring that Grand Smash events feel like they have a voice in where their event is going to be placed

— EVENT COHESION

- How do we balance the needs of the WTT calendar against the ITTF international and continental events
- Build up to players prioritising WTT over national / club and non WTT/ITTF events

— REST PERIODS / OFF-SEASON

- Ensuring that we are giving players time to rest between years to reduce injury and fatigue and player complaints.

WTT CALENDAR

WTT CALENDAR & MARKETING

— ALL ABOUT THE SWINGS

- Identify how the calendar can be broken down into swings
 - EG. Seasonal swings like the Summer Swing
 - EG. Geographical swings – North American Swing

— GRAND SMASH CRESCENDO

- Playing events in a way that allow WTT to build up interest into the Grand Smash events

— 'THE FINAL PUSH'

- Commences with final Grand Smash through to final WTT event
- Marketing shift focuses to qualification for the WTT Cup Finals
- Updated scenarios as events are completed or draws are made to allow fans to engage with the last swing of events and
- Qualification Press Releases as players qualify

WTT RANKINGS

RANKINGS REVAMP

- 2021 PRESENTS OPPORTUNITY TO RESET THE EXISTING MODEL
- CREATE A NEW CLEAN RANKINGS MODEL
 - Rewards WTT events performance & participation
 - Points awarded for main draw or qualifying performance or both if advancing from qualifying to main draw
 - Top 8 Players Seeded at Grand Smash, Champions and Contender Events
 - Top 16 Players seeded at Less seeded players at events to create more competition and greater ranking fluctuation
 - Determines Qualification for the WTT Cup Finals
 - Points awarded for each WTT round reached
 - Rankings Transition Period for 2021 for Olympic Qualification
 - Best 8 or 10 or 12 Events (TBC)
 - Combination of # of Mandatory Events played and best results from Olympics, Star Contender and Contender events + Continental Events + Youth Events
 - Inclusion of Continental Cup / Stage events only
 - System to protect long-term injury
 - Inclusion of Olympics in Olympic Years
 - Inclusion of World Championships in WC Years

WTT HEROES

- STRUCTURED IN-EVENT PR & MARKETING PROMOTIONAL PROGRAM
 - Mandatory promotional program for players
 - Creates real fan & sponsor engagement program
 - Creates platform to develop global PR opportunities with events and cities
 - Creates framework for WTT to undertake better commercial sales by offering player activities at event
 - Creates a new opportunity for events to undertake local sponsor sales by offering player activities to sponsors
 - Hero of the Year to reward players for their involvement for doing most HERO activities

WTT STORY TELLING

- NEED TO BUILD THE WTT STORY
 - WTT Social Media platforms (non ITTF linked)
 - Player and Event Personalities
 - Legends / Rivalries / History
 - Rankings / Year-End World #1's / Country #1's

WTT SERIES EVENT PROMOTION

- CREATE EVENT OF THE YEAR AWARDS
 - Players and fans to vote on individual tier based event of the year
- BUILD THE WTT EVENT STORY
 - What the event/city/LOC delivers to WTT?
 - Part of the global table tennis family
 - Historical legacy – 5/10/15/20 year event hosting acknowledgement

WTT ICONS PROGRAM

— AMBASSADOR STYLE PROGRAM

- Designed to create global icons across the world
- A group of 8-10 players (M/F) by invitation from WTT
- Represent WTT values
- Large fan base and marketable
- Player deliverables to WTT – In/Out of Event promotional work, commercial rights, advertising and promotional rights, social media promotion, exhibitions
- WTT Deliverables to players – priority access to events, financial payments, voice in the game, training WTT

WTT FUTURE & EMERGING STARS

— NEXT GENERATION MARKETING PROGRAM

- Designed to ensure WTT is creating brand identity and market familiarisation for future WTT stars or players in key markets
- A group of ~10 players (M/F) by invitation from WTT
- Similar deliverables to WTT Icons Program

“

Don't be afraid to change.

**YOU MAY LOSE SOMETHING GOOD. BUT YOU MAY
GAIN SOMETHING BETTER.**

Unknown



Q&A

THANK YOU!