

CEO'S MESSAGE

STRIVING FOR MORE

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– Ferran Soriano



This season has given us much to celebrate and marks a milestone in the implementation of our long-term strategic journey – a journey founded on the wish to be a club that wins trophies by playing beautiful football.

Manchester City's men's team broke more than 25 records – League and Club – including an 18-game unbeaten streak, most points, most wins, most goals and best goal difference in Premier League history, not to mention also securing the Carabao Cup. Many ingredients of the past 12 months will be talked about for years to come. Whether it was the moment that Sergio Agüero broke the all-time City goal scoring record, the high quality of the football on display, or that incredible moment in the final seconds of the season when Gabriel Jesus' goal secured an historic 100 points – we all have our own special memories to treasure from this remarkable campaign.

The first celebration after securing the Premier League title took place at the Etihad Stadium following our game against Huddersfield, after which there was our community 'party' with the trophy parade around Manchester. We were also pleased to pay tribute to the communities around the world in which our players grew up, projecting messages of thanks and congratulations in their hometowns. From Stockport, UK to São Paulo, Brazil, 27 different communities around the world were lit up.

We are very proud of our performances and of the trophies won, but equally recognise the process by which they were achieved. *Beautiful football* is only possible because of a shared and consistent approach to the game and a Club environment that has been developed over time, including: world-class facilities, the most advanced technologies and the best professionals, all designed to ensure that our coaches and players are able to perform at the highest level.

We also recognise that the sporting challenge continues. Consistent domestic success and further development in the Champions League will be our focus in 2018-19 and the seasons to come.

Our football strategy is shared by our men's and women's teams. As the women's season moved to become a winter competition, we merged our social media channels and launched the campaign 'Same City, Same Passion' to signal how Manchester City's men and women are connected.

This season's on-field success is married with solid financial results. Our fourth consecutive year of profit – reported at £10.4 million for the financial year – together with our breaking of the £500 million barrier with record revenues of £500.5 million are pleasing returns for our off-field efforts and the wage:revenue ratio of 52% is further evidence of the underlying strength of the organisation.

Commercial revenue grew with the closing of a number of new and innovative partnerships, perhaps the most notable of which was the strategic relationship with Amazon resulting in the production of Amazon Prime's series 'All or Nothing' detailing the remarkable season that 2017-18 turned out to be. The series aired in August and represented a completely innovative way to offer unprecedented access to the Club on a globally accessible platform.

In Manchester, we continue to make strategic investments in facilities and infrastructure, which this year included the development of the West Stand of the Etihad Stadium. The central element of this redevelopment was the dressing rooms and The Tunnel Club, a brand new hospitality experience which was a fantastic success in its first season. Furthermore, match attendance once again increased, breaking last year's record.

Our global footprint continues to grow through the unique model of City Football Group, which did not exist six years ago, yet today is a truly global footballing organisation, built upon the DNA of Manchester City.

In August 2017, a sixth team, Girona FC, became a City Football Group club, and in their first La Liga season they finished in an impressive tenth place with a squad featuring several Manchester City loan players.

In Australia, 19-year-old Daniel Arzani, the youngest player to feature in the 2018 World Cup, was sold by Melbourne City to Manchester City before being loaned to Celtic, a pathway forged a year earlier by Aaron Mooy who has gone on to achieve fantastic success in the Premier League at Huddersfield Town.

Domènec Torrent transferred from Manchester City to New York City to take the role of Head Coach left vacant by Patrick Vieira, to whom we are grateful for his contributions both as a Manchester City player, and as a coach of Manchester City's youth and New York City's first team.

This year is the tenth year of operation under His Highness Sheikh Mansour who has overseen such an incredible transformation of this football club. Next year we will celebrate 125 years since Manchester City was founded. Together we look back and recognise these milestones while also firmly looking forward to the next exciting chapters in the City story. The journey continues.

Ferran Soriano

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