

Our Club, Our Future



Agenda



Part 1: Our first season as a fan-owned club

Welcome to Our Club, Our Future

Introduction

- Pete Jones

Our first season as a fan-owned club (Q&A)

- Pete Jones
- Andy Morrell & Billy Barr

Half Time

8.30pm

Agenda



Part 2: Our Club, Our Future

Our Club, Our Future	
The fans saved our Club	Bryn Law
Our Club, Our Future	Dave Jones (WST) James Mathie (SD) Richard Owen (WST) Mark Williams (WST/WFC)
Q&A	WST Board

Introduction



- Becoming a fan-owned Club
- Transforming our finances
- Growing our membership
- Developing partnerships with businesses
- Being successful on and off the pitch
- Our first season as a fan-owned club (Q&A)

Becoming a fan-owned club



We won the right to acquire WFC through:

- A long running media campaign
- A concerted membership drive
- Lengthy negotiations with the former owners
- Convincing the football authorities that we had a sustainable business case
- Gaining and maintaining our members' support

Transforming our finances

12 months ago...

- Players and staff were not getting paid on time
- Unpaid VAT and PAYE bill of £200,000 resulted in a winding up order
- Suppliers were not getting paid on time
- Commercial activity was limited
- The Football Conference were losing patience

12 months later...

- Players are getting paid on time
- All bills getting paid on time
- Commercial deals struck with potential LT partners
- The VAT man is in shock that WFC is paying its bills by Direct Debit!
- The Football Conference ask us to represent them at events

Growing our membership



WST membership is growing all the time

- WST membership currently stands at 2149
- On average 124 supporters are joining WST each month¹
- Over 50% of Wrexham fans are now members²
- The Eisteddfod helped to raise our profile, particularly within the Welsh-speaking community
- New initiatives such as the Saturday Stall have helped to increase membership further

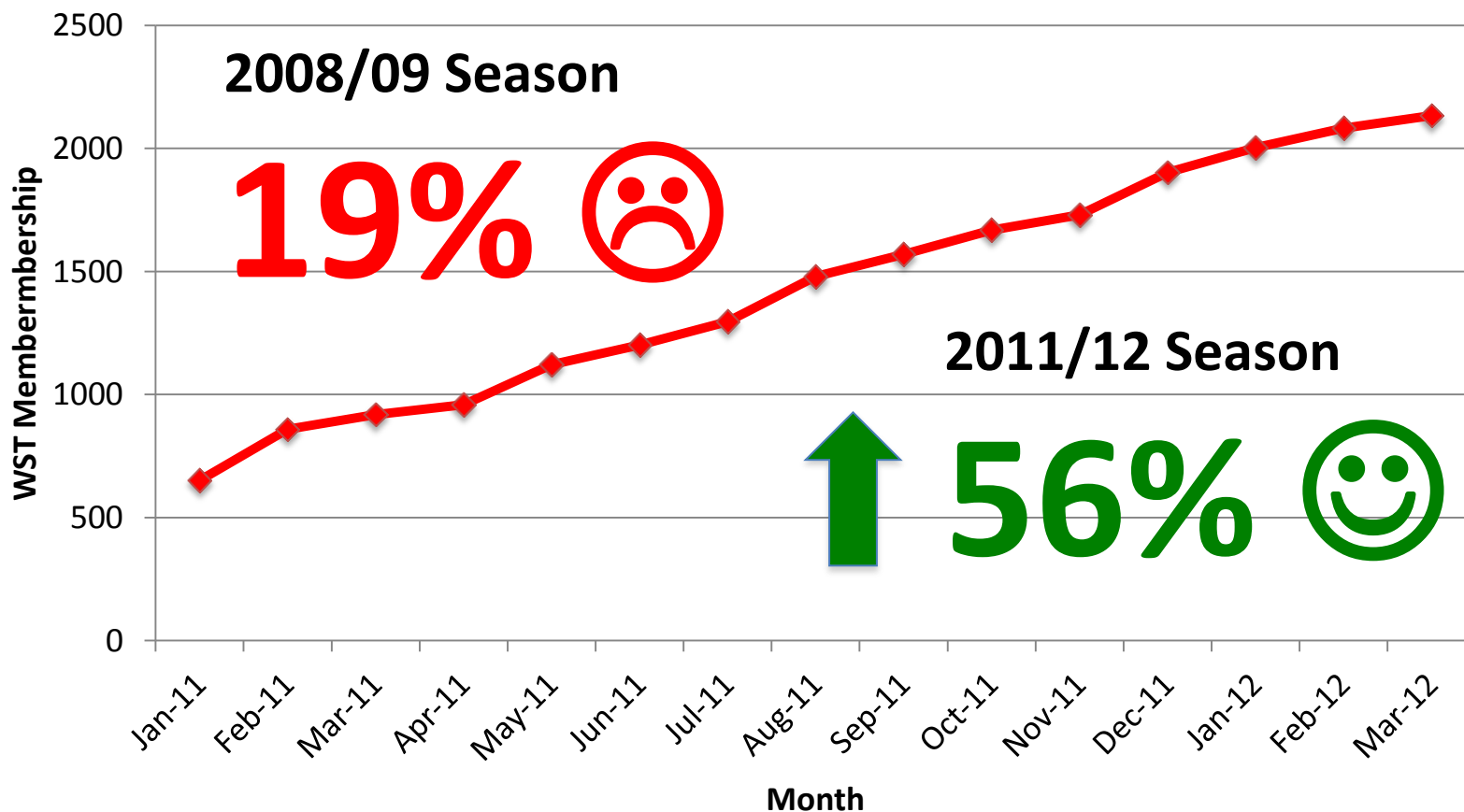
¹ Based upon a 15 month period from Jan 2011

² Based upon an average attendance to date of 3829

Dramatic month by month growth



Diagram 1: Dramatic growth in WST Membership



Developing business partnerships



We've developed partnerships with:

- Glyndwr University – History project
- Odeon Cinemas – discounted tickets
- First Choice¹ – 10% discount
- Thomas Cook² – 5% discount
- The Holt Lodge Hotel³ – 20% off weddings
- The Golden Lion – 10% off all purchases
- Focus Wales – Discounted weekend tickets

1 This offer is available to WST members at the First Choice branches detailed below or via their dedicated call centre on 0870 70 90 007. The offer is available on selected tour operators, with a sliding scale discount of 10%, 7% and 5%. The offer is not available on internet prices. All holidays are ATOL protected for your complete peace of mind.

2 This offer is available to WST members at the Wrexham Hope street branch. The offer is available on selected tour operators, and not available on internet prices.

3 The Holt Lodge Hotel also offers WST members a 2 for 1 Carvery on any Friday or Saturday Night and 20 pence off a pint of Wrexham Lager all day every day

Wrexham FC: Our Winning Team



- We equaled our club-record unbeaten run of 16 matches
- We reached the 3rd round of the FA Cup
- We've had our highest points total of 95 (to date!)
- We've finished second and reached the play-offs

Blue Square BET Premier - Updated 25/04/2012			HOME					AWAY					GD	PTS
Pos	Name	P	W	D	L	F	A	W	D	L	F	A	GD	PTS
1	Fleetwood Town	45	13	8	1	50	23	18	2	3	52	23	+56	103
2	Wrexham	45	15	3	4	43	16	14	5	4	37	16	+48	95
3	Mansfield Town	45	14	6	3	50	25	10	8	4	34	23	+36	86
4	York City	45	10	6	6	42	24	12	8	3	38	21	+35	80
5	Luton Town	45	15	4	4	48	15	6	11	5	28	27	+34	78
6	Kidderminster	45	10	7	5	44	29	12	3	8	38	31	+22	76

Our first season as a fan-owned club



What it's been like being part of a fan-owned club

Off the pitch:

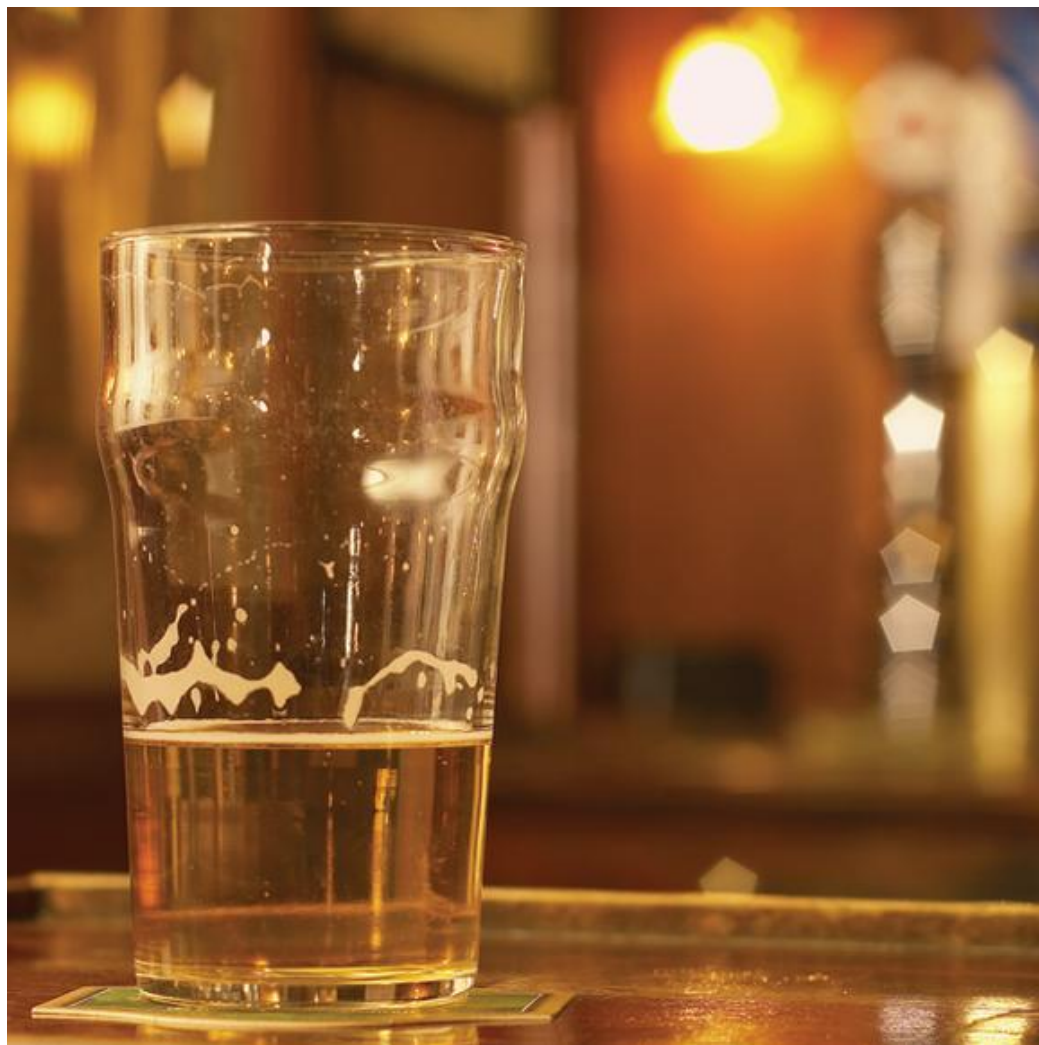
- Q&A with WST Chair
Peter Jones

On the pitch:

- Q&A with WFC
Manager Andy Morrell
and Assistant Manager
Billy Barr

What's it been like for you as a Club owner?

Half Time / Hanner Amser



Our Club, Our Future



WST COMMUNITY SHARE OFFER



Introduction



- The fans saved our Club!
- Our Performance off the pitch
- Our target is to raise £300,000
- The benefits of investing in community shares
- Other community share societies
- Applying for community shares
- What else do I need to know?
- Thanks and Q&A

The fans saved our Club!

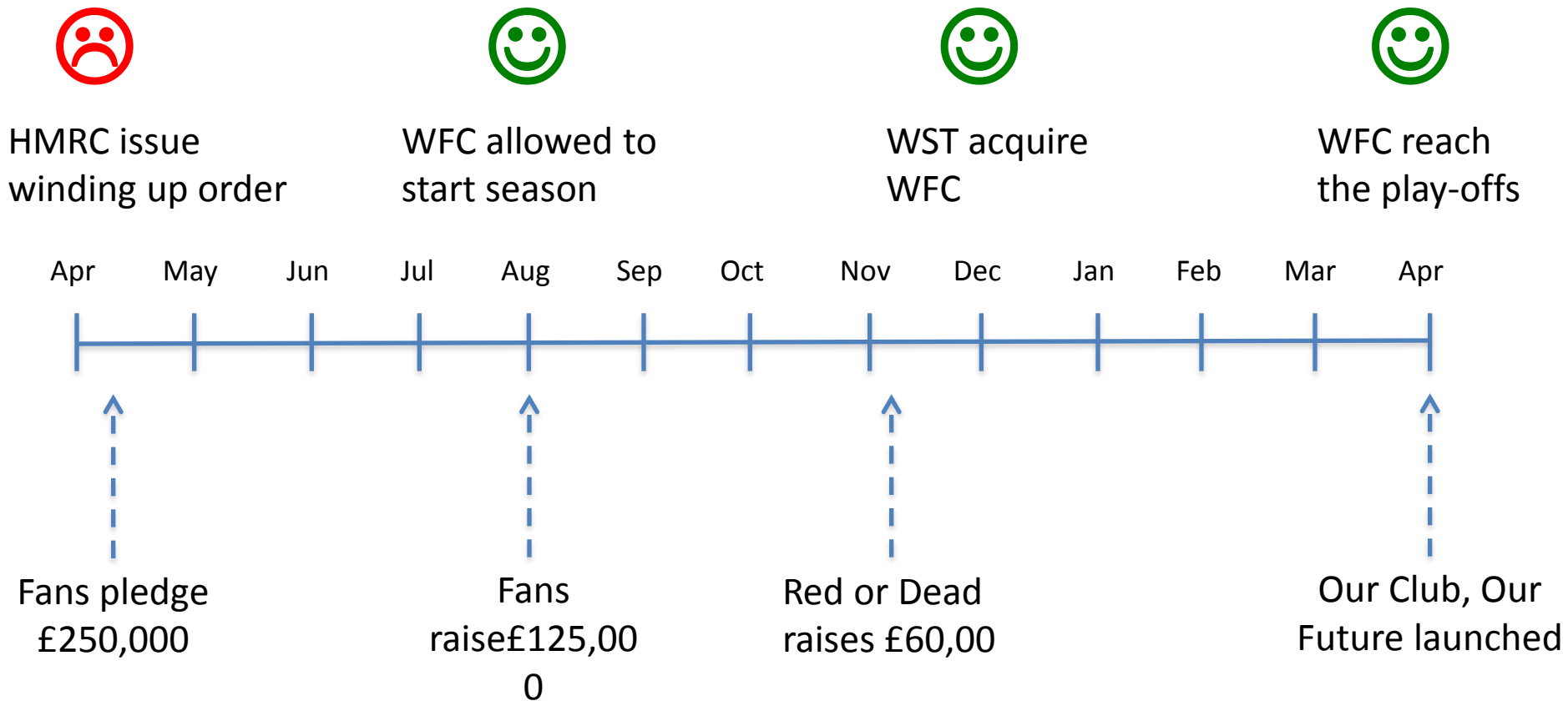


Diagram 2: The last 12 months

Our Performance Off the Pitch



- **Looking back to August 2011:**
 - Forecasted to lose £730k over the 2011/12 season
- **Since then:**
 - Our average attendance was 700 above our forecast of 3,100
 - No home matches were cancelled due to frozen pitches
 - We made the third round of the FA Cup
 - We sold 3 players, including 2 to Premier League Clubs!
 - The delay in the takeover reduced commercial and retail income
 - WST paid all wages since September but our financials only start from the take over date of 30th November 2011
 - WST has invested £270,000 share capital in the club

WST investment in WFC



- **Net result:**
 - We have injected £270,000 in WST share capital
 - WFC will finish the season with £200,000+ surplus cash
 - WST will have funds remaining of £210,000
 - By the end of June the Club's only debts will be trade creditors and one month of VAT and PAYE
- **However:**
 - Excluding cup runs and player sales our costs run at 127% of turnover
 - i.e. for every £1 we earn we spend £1.27

Updated forecast for this season



Table 1: Updated forecast for 2011/12 season

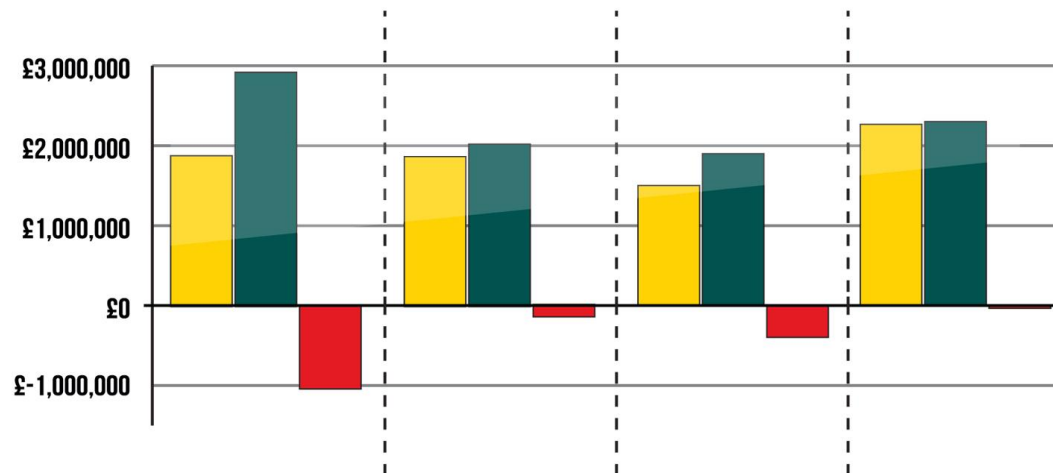
	Forecast	Updated
Turnover	£1.052m	£1.651m
Variable Costs	£0.293m	£0.450m
Gross Profit	£0.759m	£1.201m
Wages & Overheads	£1.488m	£1.583m
Operating <u>Loss</u>	£0.728m	£0.382m

Notes

- Updated includes income and expenditure prior to our takeover
- Our published financial accounts will only show income and expenditure from this date
- We are changing our year-end to 30th June from 31st July
- We are planning to release fully audited accounts in October, four months after our year-end

Looking ahead to next season

Diagram 3: Wrexham FC's actual and forecasted financial performance



SEASON	2010/11 Actual	2011/12 Actual & Forecast	2012/13 Forecast Football Conference	2012/13 Forecast Football League
Turnover	£1,887,994	£1,887,106	£1,502,592	£2,267,489
Costs	£2,931,438	£2,033,679	£1,900,962	£2,303,142
Operating Profit / (Loss)	(£1,043,444)	(£156,573)	(£398,370)	(£35,652)

Investing in WST Share Capital



What is our offer?

- We are inviting members of the WST to invest in WST share capital to secure a **BRIGHTER** future for our Club.

How much do WST shares cost?

- The minimum investment is £100 while the maximum investment is £20,000.

Why are we asking members to invest in WST shares?

- The funds will give us the time to implement a long-term business plan and re-structure the business.

Our target is to raise £300,000

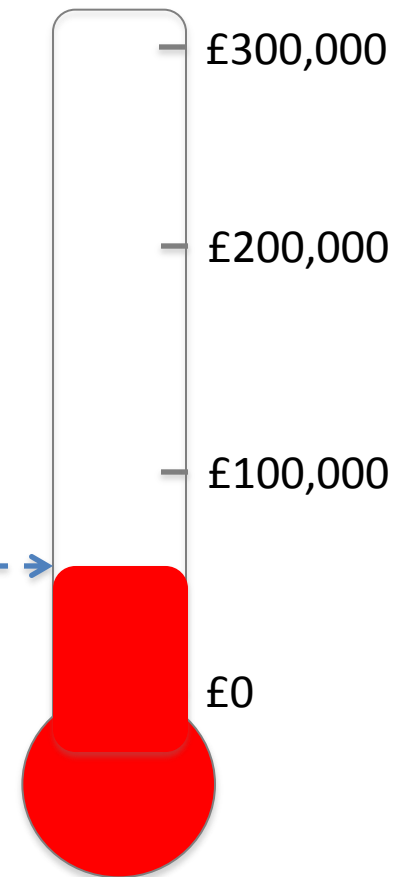


Our target

- We aim to raise at least £300,000 by the end of the 2012/13 season

Current Position

- The Red or Dead campaign raised £57,500
- Over 90 supporters deposited funds in our secure holding account
- We are 19% towards meeting our target



The Benefits



Table 2: The benefits of investing in Our Club, Our Future

Level of investment	Potential interest of up to 2% above Base Rate ¹	Share Certificate	Charity Ticket Donation	Potential Tax Relief ²	Lifetime membership of WST
£100					
£250					
£500					
£1000					

Notes

1. Interest of up to 2% above the Bank of England base rate will only be payable at the discretion of the WST Board if the Club can afford it.
2. Please note that tax relief is subject to our Enterprise Investment Scheme application being successful.

Community share societies



Table 3: The growth of community share societies in other sectors

Trade sector	Post 2009 societies	Pre 2009 societies	Members	Share capital
Renewable energy	59	13	9,642	£17,450,000
Community shops	37	9	4,472	£1,103,000
Community regeneration	15	9	3,668	£2,086,000
Food & farming	23	4	10,430	£1,199,000
Consumer co-operatives	-	20	8,553,000	£191,275,000
Pubs and brewing	11	2	1,265	£1,343,000
Community finance	3	9	1,837	£2,114,000
Community land trusts	10	2	558	£35,000
Fair trade	2	1	9,222	£26,151,000
Other	16	9	38,367	£7,260,000
Totals	176 (46)	78 (75)	8,638,000	£255m

Applying for community shares



There are three simple steps to invest in community shares:

- ① Indicate the amount of money that you wish to invest¹
- ② Indicate the level of interest that you hope to receive²
- ③ Indicate whether you wish to invest on a one-off, in ten equal instalments or on an ongoing basis³

Please note that you must be a member of the WST to apply.

Notes

1. The minimum investment is £100 and the maximum £20,000
2. Interest will only be paid at the discretion of the WST Board if the Club can afford it
3. Please complete an additional standing order mandate if you wish to invest in instalments or on an ongoing basis

What else do I need to know?



- There are no additional voting rights so the one-member, one-vote ethos of the Trust will always remain.
- Tax relief is subject to the success of our Enterprise Investment Scheme application and personal circumstances.
- The offer is subject to FSA approval of our new Constitution and will remain open indefinitely or until such a time as the WST Board decides to close the offer.
- Our offer is exempt from the Financial Services and Markets Act 2000, which means that your investment is not safeguarded by any compensation and you have no right of complaint to any ombudsman.
- No withdrawals will be allowed until 3 years after the date of the launch of the scheme and no more than 10% of the total share capital can be withdrawn in any one year.

Please see the [WST Community Shares Offer document](#) and the [FAQ on our website](#) for more details.

Thanks and Q&A



- Thanks to Dyfan Jones who designed the prospectus and Les Evans for the excellent photographs.
- Any questions for the joint WST and Supporters' Direct team who developed the offer?
- A detailed financial analysis and FAQ is now available via our website <http://www.wst.org.uk> .
- Please contact shares@wst.org.uk or 07961 152470 if you have any further questions following tonight's launch.