



For Immediate Release

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BRUIN CAPITAL TO LAUNCH As1 – A NEW INTERNATIONAL FOOTBALL REPRESENTATION AGENCY

NewCo Formed Through Acquisitions of Promoesport, Nomi Sports,
MRP, PositionNumber and Agreement with Football Division Worldwide

As1 To Represent More Than 300 Athletes,
Including The Most LaLiga Talent in The Industry from Day One

NEW YORK/LONDON (12.4.24): Today, Bruin Capital announces the launch of a new international football representation firm, As1 (As One), formed through a series of now-completed agency acquisitions, including Nomi Sports, Position Number, and Promoesport. Bruin also has an agreement to acquire a fourth agency, Football Division Worldwide, which is scheduled to close shortly, pending customary regulatory approval and be folded into the new company. Ultimately, the new As1 will collectively rank as a top 10 football representation firm by market value according to the latest Transfermarkt figures.

Ignacio Aguillo has been appointed As1's Chief Executive Officer and will work directly with Bruin Founder and CEO George Pyne, who is Chairman of the new agency. Aguillo's background includes leadership roles with Atletico Madrid, RC Lens, Parma Calcio and World Padel Tour on top of 15+ years of investment banking. With As1, he will seek to develop the company into a leading international football agency differentiated by its best-in-class capabilities, resources, and global reach to support the dynamic athletic and entrepreneurial aspirations of today's elite football players.

At launch, As1 will represent more than 300 athletes and coaches from a combined 35 countries. This includes some of the finest talent in the sport such as Luis Díaz (Liverpool FC), Bruno Fernandes (Manchester United), Moisés Caicedo (Chelsea FC), and the highly regarded coach Rúben Amorim (Manchester United). As1 also represents Irene Guerrero, a World Cup champion with Spain. According to Transfermarkt, As1 also boasts the highest number of LaLiga talents—both players and

coaches—in the industry. Together, AS1 clients compete in a combined 34 professional leagues, including the Premier League, Serie A, Bundesliga, Ligue 1, and Liga Portugal.

The company's new global headquarters will be based in London, with additional offices in Spain, Portugal, and the U.A.E. All four agency founders, Raul DaCosta (Nomi Sports), Miguel Pinho (Position Number), Rodri Baster (Promoesport), and Manuel Sierra (Football Division Worldwide), will continue to lead their respective businesses, working directly with Aguillo. This leadership team offers more than a century of experience across every facet of representation and dealmaking in international football. Further, As1's combined staff of 90+ has been involved in thousands of operations.

We have been listening carefully to our athlete clients and partners to build a highly differentiated firm that addresses the needs of a modern elite football player. Our commitment to nurturing long-term relationships and providing strategic advice across different facets of the value chain sets us apart. My partners and I cannot wait to show our clients the great things we will do together”, said Aguillo.

As1 is part of Legion Sports, a new holding company created by TJC. It will operate as an affiliate of Bruin Capital to acquire and develop international sports properties across I.P., athlete representation, technology, media, and events. In addition to access to growth capital for additional strategic initiatives, As1 will have full operational support from Bruin executives as it looks to capitalize on potential synergies across Bruin's holdings of companies in the gaming, media, tech, branding, VIP hospitality, brand strategy, and field turf management sectors.

"I've been involved with athlete representation for quite a long time, including now through Bruin's interests in TGI Sport, which currently represents more than 300 professional cricketers and several other amateur and professional athletes," said Pyne. "The industry is evolving in our new creator economy where every athlete can become a global brand or enterprise, and that's how we are going to approach things from the very beginning. Given our background, network, and track record, we believe this new platform can become something special. Behind that, we're thrilled to have Ignacio, with his unique background and qualifications, become CEO. He and the team will have the full extent of our resources to help their clients realize their immense potential on and off the pitch and to help As1 set a differentiated paradigm for athlete representation."

Simpson Thacher & Bartlett LLP advised Bruin/Legion on each of the deals that comprise the As1 platform.

About Bruin Capital: Founded in 2015 by George Pyne, Bruin is a private company that partners with businesses spanning the global sports ecosystem. Since its launch, it has closed more than 40 acquisitions (platform + tuck-in). The current holdings include a diverse range of companies, including [Box-to-Box Films](#) (minority investment), [Engine Shop](#), [FairPlay Sports Media](#), [Full Swing](#), [Proof of the Pudding](#), [Soulsight](#), and [TGI Sport](#). Collectively, they operate in 22 countries with more than 4,000 employees. For more information, visit www.bruincptl.com.

About TJC: TJC LP, formerly known as The Jordan Company, has worked for more than 40 years with CEOs, founders and entrepreneurs across a range of industries including Consumer & Healthcare, Diversified Industrials, Industrial Technology, Logistics & Supply Chain and Technology & Infrastructure. With \$32.1 billion of assets under management as of September 30, 2024, TJC is

managed by a senior leadership team that has invested together for over 23 years on over 85 investments. TJC has offices in New York, Chicago, Miami and Stamford. For more information, please visit www.tjclp.com.