

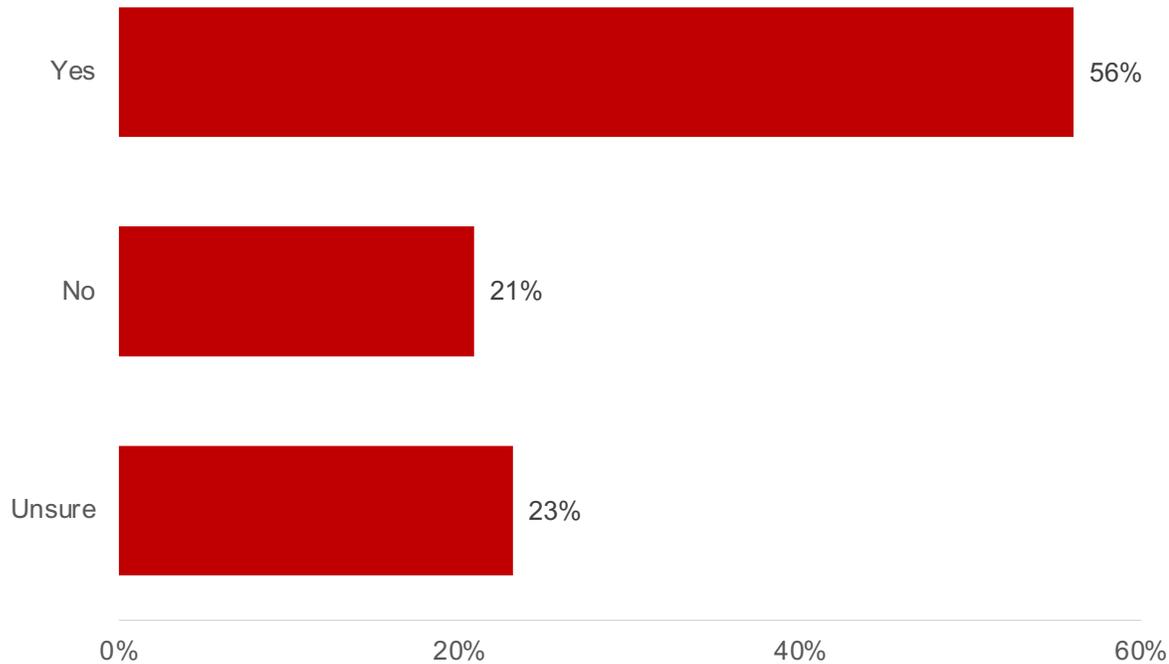
United Voice 2021-2022 European Super League & UEFA

MUST

March 2022

Over half of all supporters fear the club will still support a new European Super League (ESL) proposition

Q20 - Do you think the club and other founding European Super league members will come back with a new proposition?



Football supporters remain concerned that the lessons of the ESL debacle will not be understood. We know that the owners of at least three clubs (Real Madrid, Barcelona and Juventus) still believe in the 'project and remain in legal dispute with UEFA.

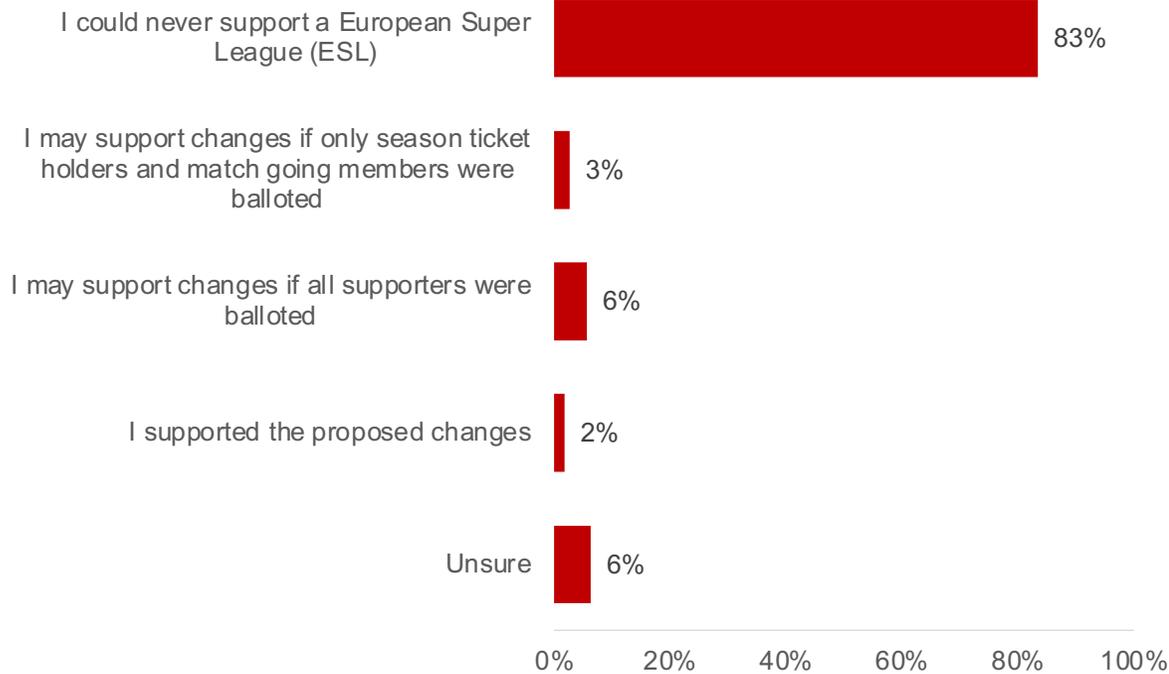
The lack of trust in the owners of the planned ESL consortium, including our own club, is apparent with well over half (56%) of all supporters perceiving that our club and others will return with a new ESL style proposition despite the uproar over the original ESL proposal and subsequent climb down.

Responses are consistent across all respondent types. Those who don't attend matches or who live outside of the UK are equally concerned.

MUST United Voice 2021; Base: All supporters (19,956)

Over 8 in 10 could never support a new version of the ESL

Q21 - Which of the following statements most closely represents your views on the European Super League (ESL)?



We wanted to be clear about how United supporters would respond to any new proposal that retained the substantive features of a closed Super League

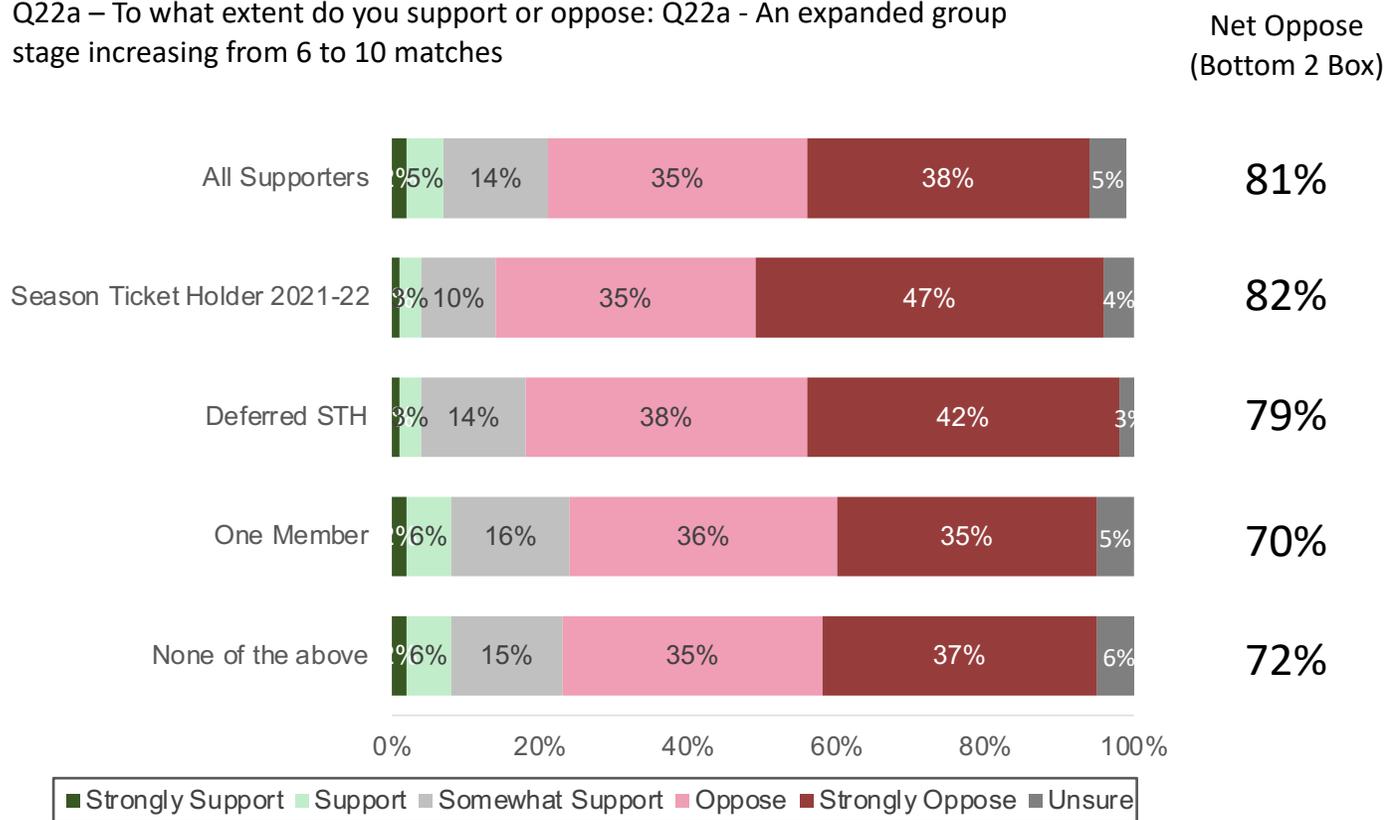
It's clear, irrespective of whether or not supporters are balloted, over four fifths (83%) of fans could never support a European Super League competition format if it is put forward again.

The strength of these views are consistent across match going and non-match going fans, all age groups and geographical locations

MUST United Voice 2021; Base: All supporters (19,956)

And they don't want to see the Champions League become a substitute 'Super League'

Q22a – To what extent do you support or oppose: Q22a - An expanded group stage increasing from 6 to 10 matches



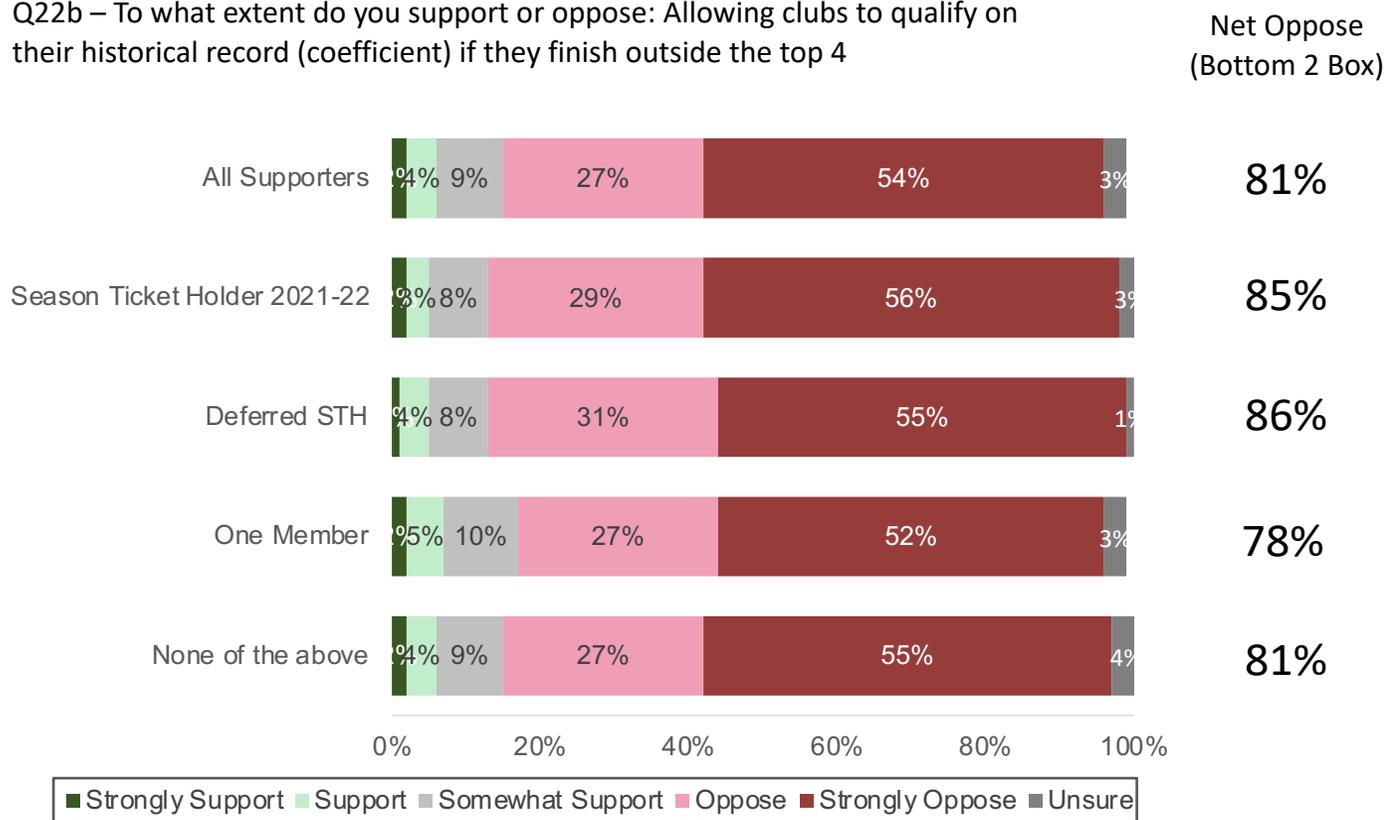
UEFA are progressing their own plans to revamp the Champions League and Europa Leagues, in part as a counter to the ESL that would be a major threat to their own future. Those plans include some of the radical format changes of the ESL, albeit still as an 'open' competition. We asked for your views on potential changes that we know have been promoted by UEFA and the bigger clubs including our own.

This is a significant level of opposition. Season Ticket holders (who, under the current mandatory Automatic Cup Scheme, would have to pay for more matches), are unsurprisingly the most opposed. Those who have never attended a match and/or live in the rest of the world are slightly less opposed but still record 65% opposition.

MUST United Voice 2021; Base: All Supporters (19,956) Season Ticket Holders (3,468), One Member (7,335), Non-member (8,656)

Qualification for European competition needs to be based on current Premier League performance

Q22b – To what extent do you support or oppose: Allowing clubs to qualify on their historical record (coefficient) if they finish outside the top 4



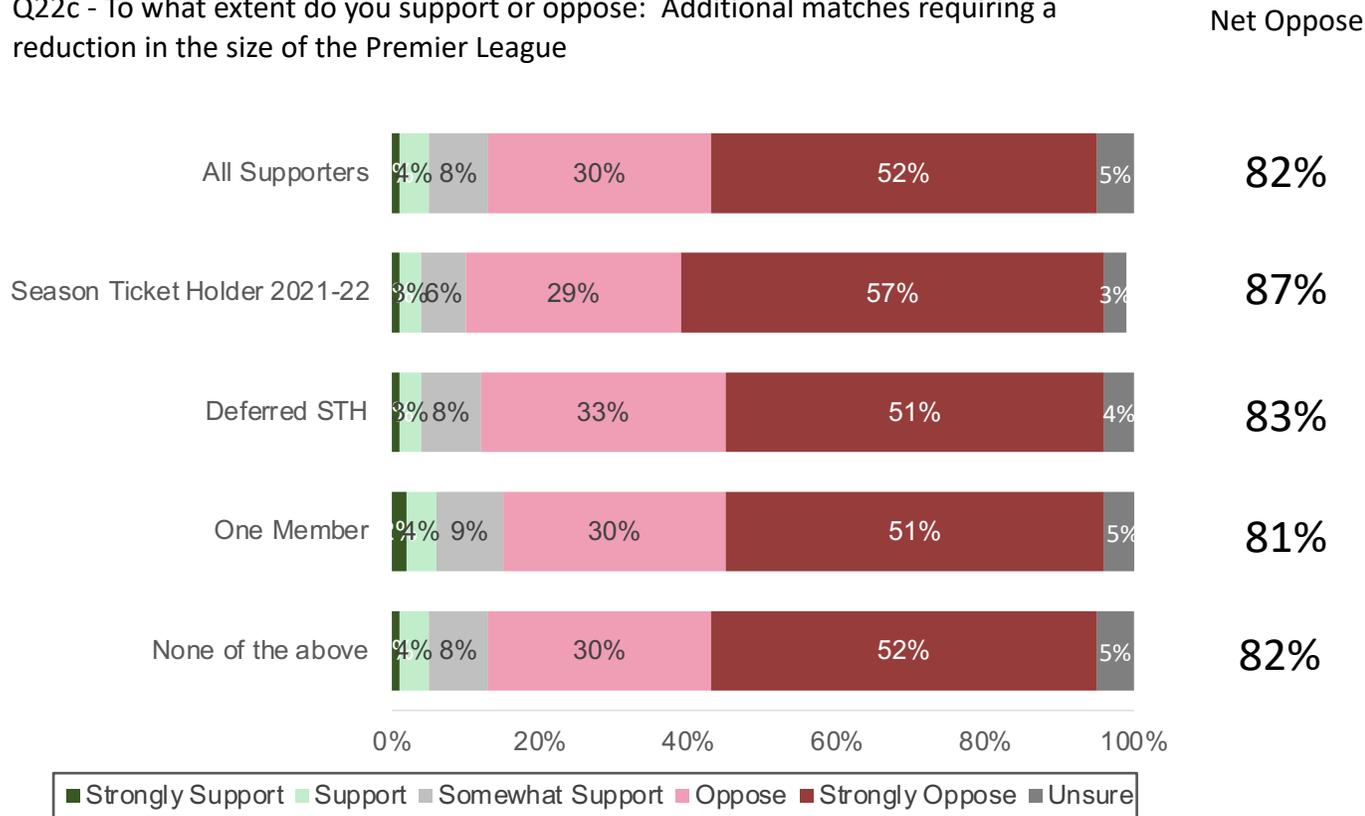
This addresses the idea that clubs who have qualified in recent seasons may still be awarded a place in the Champions League if they fail to qualify through their most recent season's league placing.

Although this would most likely benefit our club, there is a similarly high level of opposition. Those who never attend matches still record 75% opposition.

MUST United Voice 2021; Base: All Supporters (19,956) Season Ticket Holders (3,468), One Member (7,335), Non-member (8,656)

And the Premier League should not be scaled down to accommodate more European matches

Q22c - To what extent do you support or oppose: Additional matches requiring a reduction in the size of the Premier League



The already congested football calendar means that one of the consequences of more matches in European club competitions could be a reduction in the number of clubs in the Premier League. Reducing it to 18 clubs would free up 4 matches.

Supporters are even more opposed to this potential change. 87% of Season Ticket holders value the Premier league and are opposed to this change. No other major group records less than 78% opposition.

MUST United Voice 2021; Base: All Supporters (19,956) Season Ticket Holders (3,468), One Member (7,335), Non-member (8,656)

European Super League

What you said

Despite the rapid reversal of the ill-conceived Super league plans that our club was part of, and the subsequent apologies and promises, **over half (56%)** believe that the ESL concept might be resurrected and only 21% are confident that it won't. In the event that it was proposed again **83% could not support it**.

Alternative plans by UEFA to reform and expand their own competitions are equally unpopular:

- 81% oppose an increase in group stage matches
- 81% oppose qualification through a historical coefficient rather than through league position
- 82% oppose any reduction in the size of the Premier league to accommodate more European matches

While opposition is highest from season ticket holders (who would be most affected), all other groups, including those who don't attend matches, record very high levels of opposition (65% against additional matches, 75% against the historical coefficient qualification and 78% against reducing the size of the Premier League)

Our Actions

We will report these findings to the club, making clear the extent of opposition across the fan base. At the least we would expect a full consultation with supporters on these important competition issues that were of course the immediate trigger for the government's Fan Led Review