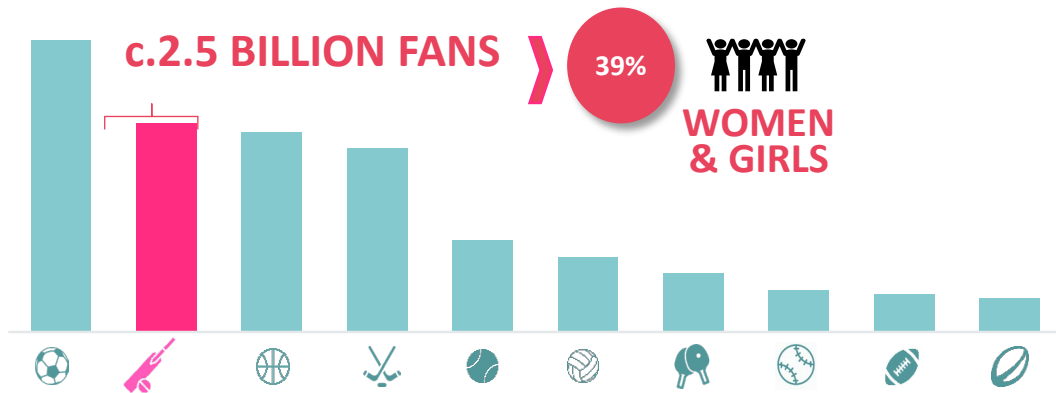


CRICKET TODAY

STRONG FOUNDATIONS & GLOBAL CHANGE

Cricket is the #2 most popular sport globally



The IPL has driven unprecedented change



We have strong foundations for growth in England and Wales



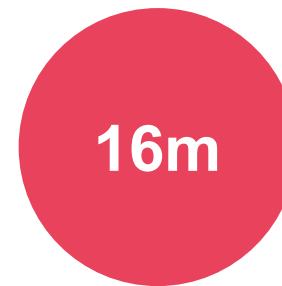
FANS



PLAYERS



ATTEND



TV
(max reach The Hundred)

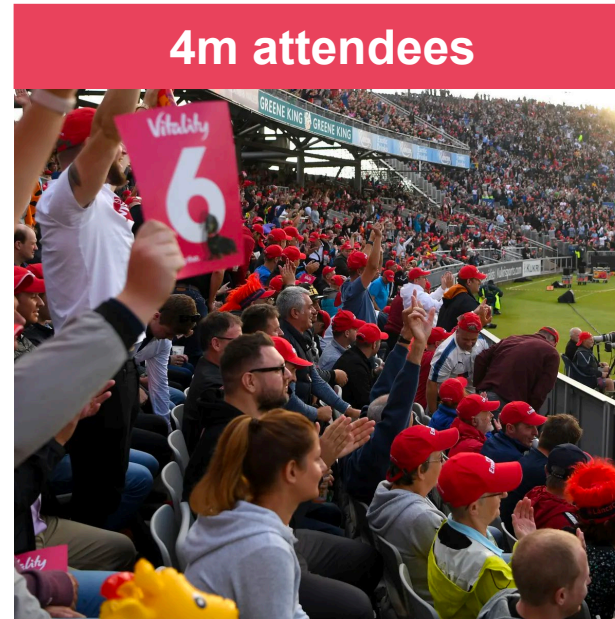


CRICKET TOMORROW

WE HAVE A HUGE OPPORTUNITY GOING FORWARD



The most anticipated Ashes ... ever?!



4m attendees



Transform Women & Girls

THE HUNDRED

16.1m Reach

22% kids

540k tickets sold

55% new to cricket



Cricket in every school



The most inclusive sport