

STRICTLY CONFIDENTIAL



GOALS SPORTS COMPLEX

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INVESTOR TEASER

FIFA-Standard Multisport Infrastructure | Parcelles Assainies, Dakar, Senegal

210M FCFA

Total Investment
~\$350K USD

~22%

Project IRR
5-Year

65%

EBITDA Margin
Stabilized

2.38x

DSCR Year 2
Threshold: 1.3x

01 THE OPPORTUNITY

A structural gap in Africa's fastest-growing sports market

The Market Gap

Parcelles Assainies is one of West Africa's most densely populated neighborhoods (>12,000 inhabitants/km²) with 200,000+ residents and a median age of 19 years. Football is not a pastime — it is the organizing principle of community life.

Yet the neighborhood has zero quality sports infrastructure. Existing pitches are sand, flood-prone, and unlit. The Municipal Stadium is saturated. Private gyms are either dilapidated or prohibitively priced.

GSC fills this gap with FIFA-standard synthetic pitches, a 400-member fitness center, and a 150-child youth academy — all within a secure school compound served by the new BRT rapid transit line.

200K+

Population
Parcelles Assainies

19 yrs

Median Age
Senegal

0

FIFA-Standard
Facilities in Zone

BRT

Direct Transit
Access to Site

"Parcelles doesn't need to be convinced to play football. It needs a pitch worthy of its passion. GSC is that pitch."

02 FINANCIAL HIGHLIGHTS

5-Year projection | Conservative assumptions | Stress-tested

M FCFA	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5
Revenue	103.0	171.8	176.9	182.2	187.7
EBITDA	48.0	111.8	115.1	118.6	122.2
EBITDA Margin	46.6%	65.1%	65.1%	65.1%	65.1%
Net Income	10.3	56.2	60.2	64.4	68.8
Free Cash Flow	14.3	49.2	50.8	52.5	54.2
DSCR	1.52x	2.38x	2.43x	2.48x	2.52x

~22%

IRR (5-Year)

WAEMU: 15-20%

~3.8 yrs

Payback Period

Standard: 5-7 yrs

~40%

ROE Year 2

WAEMU: 12-18%

180M

NPV @ 12%

Positive value creation

03 INVESTMENT STRUCTURE

Two-phase deployment minimizing capital risk

CAPEX LINE	FCFA	%
Civil Engineering (Gym/Hangar)	72M	34.3%
Synthetic Pitches (x2 FIFA)	48M	22.9%
Hydraulic Engineering	27M	12.9%
Fitness Equipment	24M	11.4%
Hybrid Solar Energy	15M	7.1%
Contingency Reserve	24M	11.4%
TOTAL CAPEX	210M	100%

FINANCING STRUCTURE

EQUITY — 35%

73.5M FCFA (~\$122.5K)

40% ownership for investors

SENIOR DEBT — 65%

136.5M FCFA (~\$227.5K)

9.5% | 5 years | 6-month grace

TWO-PHASE STRATEGY

PHASE 1 — Jan 2027 | 132M FCFA

Football pitch + Drainage + Solar | 35% Equity + 65% Debt

PHASE 2 — Jan 2028 | 78M FCFA

Fitness Center + Mobile App | Self-financed from Phase 1 cash flows

04 RESILIENCE & SOCIAL IMPACT

STRESS-TESTED MODEL

SCENARIO	EBITDA YR2	DSCR	STATUS
Base Case	111.8M	2.38x	SOLID
Flood (2-mo closure)	72.0M	1.65x	RESILIENT
Price War (-33%)	54.0M	1.15x	CRITICAL
Energy +50%	101.0M	2.10x	RESILIENT

COMPETITIVE MOATS

- Exclusive 15-year PPP contract — only available land in zone
- BRT direct access — unmatched catchment area
- 27M FCFA hydraulic CAPEX — flood-proof while competitors shut down
- Secured school compound — unbeatable for youth academy parents

SOCIAL IMPACT



Girls Kick — 501(c)(3)

Empowering girls through football, education and life skills. Founded by Malick Mbengue. Integrated within GSC as a dedicated girls academy track.

SDG 3

Health — 400 fitness members

SDG 4

Education — 150-child academy

SDG 5

Gender — Girls Kick program

SDG 8

Jobs — 7.5 formal positions

SDG 9

Infrastructure — FIFA standard

SDG 11

Cities — Community asset

05 THE FOUNDER & NEXT STEPS



Malick Mbengue

Founder & CEO — Goals Sports Complex
Founder & Director — Girls Kick (501(c)(3))

Born in Senegal, trained in the USA (University of Louisville, University of Wisconsin-Madison). 15 years teaching experience. USSF certified coach with 24 years in youth football. His dual anchoring — Western standards with deep Senegalese community roots — is the relational capital that makes GSC operationally executable.

GOVERNANCE

Malick Mbengue — 60% | Day-to-day executive management
Angel Investors / Funds — 40% | Strategic partners, Board seat
Advisory Board meets quarterly | Monthly KPI reporting to all stakeholders

INVESTMENT OPPORTUNITY

73.5M FCFA (~\$122,500 USD) for 40% equity | ~22% IRR | 3.8-year payback | 2.38x DSCR

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PLAY. GROW. REPEAT.