



To: IBA Strategy Committee – Chair/Vice Chair & Members
Copy: IBA President (through Protocol)
IBA Secretary General & CEO

October 25th, 2023

MINUTES OF THE IBA MARKETING COMMITTEE MEETING THAT TOOK PLACE AT 10:00 AM (CEST) ON WEDNESDAY, OCTOBER 25TH, 2023

Further to the meeting that took place on Wednesday, October 25th, 2023 at 10:00hrs, please see below the minutes set against the agenda points as discussed during the meeting:

1. Greetings by the Chairperson

Mr. Jurica Runtić introduced himself, highlighting his background as a former athlete and his experience in sports management and marketing. He also mentioned his role as the President of the Supervisory Board of the Croatian Boxing Association. He encouraged all committee members to strive for a better future for boxing and emphasized the need for unity, especially in the face of challenging political circumstances.

2. Roll call

Introduction to all members with the following present for the meeting:

- a. Mr. Jurica Runtić – Croatia
- b. Mrs. Marta Forcen Celaya – Spain
- c. Mr. Tauhiti Nena – French Polynesia
- d. Mr. Nabil Hilmi – Morocco
- e. Mr. Pierre Toukoulou – Cameroon
- f. Ms. Milena Videnova – Bulgaria
- g. Mrs. Elizaveta Bracht – IBA Commercial & Marketing Director

Absence from the meeting:

- h. Mr. Xinliang Xia – China (replaced by the assistant Leslie)
- i. Mr. Aliaksandr Batvinnik – Belarus (without justification)

3. Introduction of the members

Each member introduced themselves, providing a brief overview of their background and experience in both marketing and boxing.

4. Introduction of the IBA Marketing Department

IBA's Commercial & Marketing Director, Mrs. Elizaveta Bracht, introduced herself along with the department's objectives and scope of work. Emphasizing the significance of building IBA's brand equity and re-establishing trust and credibility within the sports community, she highlighted these as essential steps in attracting commercial partners, broadcasters, and host cities. The overarching goal for IBA is to become a financially sustainable organization, enabling investments in sports and athlete development.

Mrs. Marta Forcen Celaya raised a question concerning the brand of IBA and the personal brand of IBA President Mr. Umar Kremlev.

Acknowledging the value of a leader with a strong personal brand, it is important for IBA



to continue building brand equity to engage fans and broadcasters interested in boxing, events, and athletes.

Mr. Pierre Toukoulou commented, emphasizing the need for IBA to generate and promote substantial content to enhance its visibility.

5. IBA Strategic Framework

Mrs. Elizaveta Bracht briefly outlined the IBA Strategic Framework and Marketing objectives. Emphasizing two main pillars, Audience Growth and Delivery of World Class Events, she stressed the importance of plannability, investment in digital infrastructure, and the shift towards a D2C strategy. To support this strategic vision, the following marketing objectives must be achieved:

1. Build IBA core brands (awareness & image)
2. Grow owned audiences (consideration)
3. Support growth of current revenues + develop new streams (conversion)

6. Nielsen Research – Boxing Fans Insights

Mrs. Elizaveta Bracht introduced the key findings of the Nielsen research, highlighting the sport's popularity, attractive demographics, key commercial markets, and an overall fan base of nearly half a billion people.

7. IBA Foundation

Mr. Jurica Runtić presented the initiative to establish an IBA Foundation focusing on support or charity programs for athletes with type 1 diabetes, as well as programs for children in need of assistance. These initiatives aim to showcase the human face of the IBA and change perceptions about the organization.

8. Additional Revenue & Promotional Opportunities

Mrs. Elizaveta Bracht briefly discussed the potential opportunities and current projects, including an OTT streaming service with IBA archives and e-commerce. These have the potential to become new revenue streams, although they would require initial investments.

9. Closing remarks

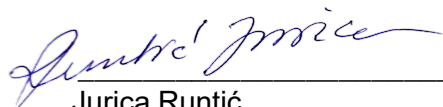
Mr. Tauhiti Nena emphasized the importance of normalizing relations with the IOC.

Mr. Nabil Hilmi proposed several ideas such as:

- to hold the IBA award;
- linking the IBA store to the IBA Foundation;
- creating web reality TV concept to follow the boxing stars;
- establish the principle of the ambassador client.

The members of the Marketing Committee agreed to publish the minutes of the meeting on the IBA website.

Signed:



Jurica Runtić
IBA Marketing Committee Chair

