

REDSRISE TOGETHER



OWN THE CLUB

MAKE HISTORY. TOGETHER.



SALFORD RED DEVILS COMMUNITY SHARE OFFER

OPENING DATE
22ND APRIL 2023
CLOSING DATE
5TH JUNE 2023

Salford RD Holdings Limited are undertaking a share issue to raise capital to £2,000,000.

The board of the society may choose to extend the period of the share offer if they believe that by doing so, they increase the chances of reaching the maximum target.

Salford RD Holdings Limited is the holding company of Salford City Reds (2013) Ltd and is a Community Benefit Society which converted from a company to a society on 19th December 2022, under the Co-operative and Community Benefit Societies Act with the Financial Conduct Authority (registration number 8978). The registered address is The Salford Stadium, 1 Stadium Way, Eccles, M30 7EY.

By subscribing for shares issued by the society in this share offer, you will become a Member of it and an owner of the society and its assets along with other Members. Our rules and other supporting documents are available on our website: www.salfordreddevils.net/owntheclub

Community shares are fully at risk
You could lose some or all of the money you subscribe. You have no right to compensation from the Financial Services Compensation Scheme, nor any right of complaint to the Financial Ombudsman Service.

Initial Milestone target to be raised:

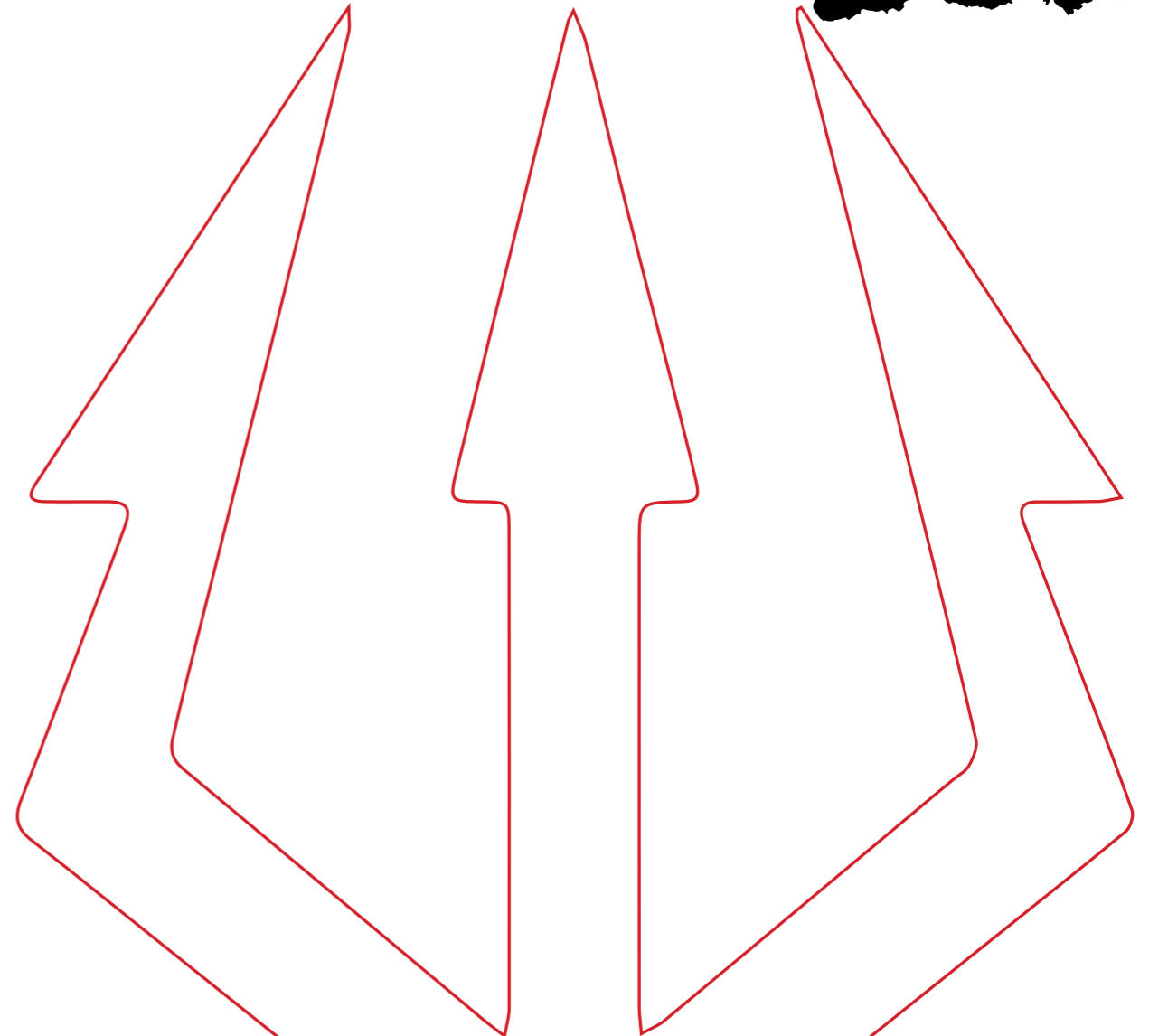
£250,000

Optimum target to be raised:

£1,000,000

Maximum target to be raised:

£2,000,000



Minimum share subscription per person:

£100

Maximum share subscription per person:

£100,000

Maximum share subscription organisation (which is not a society):

£100,000



OWN THE CLUB

ONE CLUB. OUR CLUB.

Imagine saying, 'my team' and 'my club' doesn't just mean the team you support, and which is part of your identity, but the team you own, along with thousands of other local people.

That's the vision we have for our club – the only, genuinely community owned club in the Super League, where instead of being bankrolled by millionaires, we're backed by multitudes.

We know that sports clubs are really owned by their local communities of fans who care about them, but now we're linking up that moral ownership with real, tangible, legal ownership.

It'll be **your** club.
No-one else. **Just us.**

MAKE HISTORY. TOGETHER.

Seeing one of our players out and about and thinking...

'THEY PLAY FOR MY TEAM'.

TOGETHER,
WE CAN MAKE HISTORY.
JOIN US.

Imagine going past the City of Salford Stadium and saying...

'MY CLUB PLAY THERE'.

TOGETHER



REDS
RISE
REDS



THE CLUB THAT ROARED

The club celebrates its' 150th anniversary in 2023. We will take the opportunity to celebrate our rich history and use this year as a seminal point in building the club's future.

The 'Original Red Devils' have seen periods in our history with great success. The 1930s were the club's first golden years with the legendary Lance Todd at the helm. During the 1960s and 1970s, we became a dominant force in the game winning a number of League and Cup titles, attracting big name players from across both codes to join the club, becoming known as the "Quality Street Gang" for our style of play.

Despite having the smallest playing budget in the Super League, we have had amazing success - most importantly reaching our first ever Super League Grand final in 2019. In 2020, we reached our first Challenge Cup final in 51 years. In 2022, we regained the title of 'The Entertainers' playing an innovative and exciting brand of rugby which saw us reach the Super League Play Off semi-final, losing narrowly to eventual winners St Helens.

Since 2018, we have been a genuine 'Community Club', in contrast with the benefactor ownership model throughout the club's history, being owned by a not-for-profit company which has had three directors who have stewarded the club through these last five years.

We're proud to be 'Plucky Little Salford' overachieving against the odds but looking ahead, we need to work hard to maintain our status as a Super League club.

The sport has agreed a deal with sports marketing and broadcast giant IMG, which will require all clubs playing in the games top-flight to meet a variety of criteria that makes them fit to be part of this exciting new era. Our history won't count as much as our ability to demonstrate that our club has the right facilities to watch the sport, the right off-field personnel and the right infrastructure behind us.



OWN THE CLUB



CALLING ON THE PEOPLE OF SALFORD

AND BEYOND TO STEP UP AND BECOME OUR OWNERS.

With 10,000 owning us, and thousands cheering us on in the City of Salford Stadium, we can cement our place at the top table and bring about the next golden age for Rugby League in the City.

Salford Red Devils is a club at the heart of its' community. Working together with the Salford Red Devils Foundation, we have a huge impact on the City of Salford and the Greater Manchester region more widely as a whole, offering a wide range of community programmes to promote health and wellbeing.

It's not just about the Men's first team though!

Our vision is to be a progressive, sustainable Elite Super League club, which consistently achieves success on the field, engages our community and inspires the next generation through inclusive role models and opportunities for all.

We've demonstrated what that means in practice in the last year with the launch of a number of new teams – our Women's Team, Physical Disability Team and the Learning Difficulty Rugby League Team were proud new additions to our family of squads, joining with our new Performance Pathway Teams, the REDS programme Under 16's and Under 18's as well as Reserves.

This season, we have launched our Wheelchair Rugby League Team. At the heart of our approach is that we are genuinely "One Club".

We have created a pathway for both boys and girls from 10 years old in the Rising Stars programmes through to both the Men's and Women's Super League and we are also working to unearth hidden young talent from across Greater Manchester who are playing other sports but are well suited to Rugby League.



The Building the Future strategy works within schools, community clubs and groups across the region to develop the next generation of Salford Red Devils players and supporters. Since its' inception in 2021, over 7,500 young people have attended our Super League games for free, with over 100 official partner schools joining the programme. Teachers and coaches have accessed Coach Development, supported by over 70 school tournaments run by our Foundation.

We are very, very proud of what has been achieved over the past few years, especially as the COVID pandemic created perhaps the most challenging era for the club since World War II. We are passionate and determined to keep on roaring and continue to make a difference, but now we need your help to do it.



OWN THE CLUB

MAKE HISTORY. TOGETHER.

WHAT WE NEED AND WHAT WE'LL SPEND IT ON

Our first milestone is to raise at least £250,000 from this share issue, but because we have big ambitions, we plan to spend anything up to £2M raised, on concrete projects which will make the club stronger.

Funds raised within this initial milestone will allow the Club to:

- Maintain as competitive a playing squad as possible.
- Fulfil IMG criteria ensuring Category A status within the top-flight of Super League through high level Commercial and Marketing growth. This share investment will allow us to build a commercial department that can attract even more ambitious commercial partners, increase matchday revenues and growth in ticketing. Investment in this area will allow the club to implement a digital and data transformation giving even greater visibility and access to the club to those outside of the surrounding areas, creating even more sustainability.



Successful release of further shares to the value of up to £2,000,000 will then enable the Club to:

- Invest in community initiatives and position the club at the apex of activities including implementation of a museum open to schools and community groups - which would help increase participation rates and ticket sales at under 16s level to help future proof ticket sales for decades to come.
- Create an Elite Academy, providing opportunities for players from across the region to develop in a top-class academy environment - this will enable us to produce a steady conveyor belt of local talent to help represent their local club and present the so-called bigger clubs from picking off all the local talent.
- Supply Development Officers to the SRD Foundation to deliver increased free schools Rugby League training sessions across the City of Salford and Greater Manchester - which again will signpost local school kids to community clubs, generate a love for the game and in turn increase future ticket sales.
- Create an educational provision which links learning to the world of elite sport, providing opportunities for young people from across the region to study to prepare for careers in a professional sporting environment - This will ensure the young men and women who may not quite make it at elite level still have a career in sport to fall back upon, in turn creating a defacto recruitment agency for back office staff recruitment where required and employability across the region.

BECAUSE WE'VE OPERATED AS A VERY TIGHT SHIP UP TO NOW, THERE HAS BEEN PRECIOUS LITTLE MONEY TO ENABLE US TO MAKE THE INVESTMENTS WE HAVE WANTED THAT WILL HELP US GROW OUR REVENUES.

WHERE WE ARE RIGHT NOW

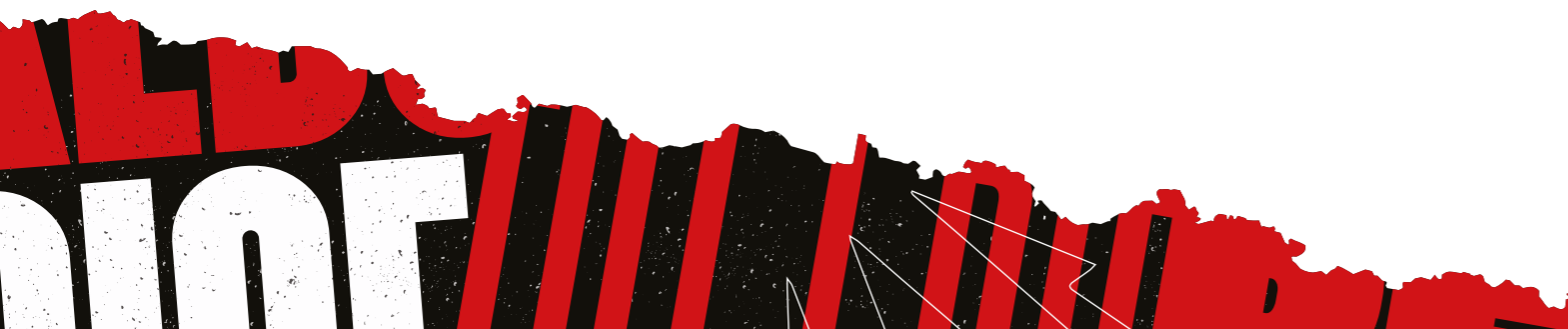
The Club is one of the few in Super League that doesn't have an ownership who underwrites the financial position. The Club has maintained its finances on its own merits, the support of its fanbase and commercial partners, as well as a large number of volunteers.

The need to maximise its playing budget has focused the performance teams on getting the most from available funds, and the on-field performance has been outstanding against those parameters.

This share offer will enable the club to close that gap and become a self-sustained, asset owned organisation both on and off the field.

SRD Holdings LTD

	Actual 2021	Actual 2022	Estimated 2023	Estimated 2024	Estimated 2025
P&L Forecast					
Total Income	2,612,209	3,154,036	3,469,440	3,900,613	4,321,405
Total Expenditure	2,961,643	3,734,884	3,873,761	4,395,060	4,511,381
Profit / (Loss) Before Tax	(349,434)	(580,848)	(404,321)	(494,447)	(189,976)



WHAT ARE COMMUNITY SHARES?

This is a community share issue, which is a much snappier name for 'withdrawable shares in a Community Benefit Society'.

Unlike shares in companies, you will not get a dividend nor are you able to sell them to someone else.

They are called withdrawable shares because legally, people can withdraw them by asking the society for their money back. If the society has sufficient cash reserves, they can accept a request to withdraw.

However, because the aim of this share issue is to put the club on a firm financial footing, we do not intend or anticipate being in a position to allow shareholders to reclaim their investment using cash reserves, because we believe that all cash reserves should be put back into the club to strength the squad or build up the club's wider infrastructure.

As the Society will not be charging interest on the loan to the Club, interest will not be payable on share investments.

If the society ever received an offer to buy the club and accepted it, the funds paid by new owners could be used to allow investors to have some, or all of their money returned, depending on how much money was received for the club, and what the society's wider financial position was, including whether we had any debt which would need to be satisfied first before we could return funds to shareholders.

WHAT DO INVESTORS GET?

There are four tiers in which contributions from investors fall – and each receive unique benefits. The overriding benefit is a collective one, that together we can take better control of the future of our club and continue to add value to our communities.

OWNER

£100+

- One Ordinary Share, One Vote
- Share Certificate (Available to download)
- Eligibility to stand for election
- Bi-weekly exclusive owners' newsletter
- Exclusive owner pin badge
- Special match event ticket priority

OWNER+

£250+

- One Ordinary Share, One Vote
- Physical Share Certificate
- Eligibility to stand for election
- All 'Owner' benefits
- +**
- Access to exclusive club partner offers
- Exclusive Owner+ Open Days
- One-Year RDTV Subscription

FOUNDER'S CLUB

£1,000+

- One Ordinary Share, One Vote
- Physical Share Certificate
- Eligibility to stand for election
- All 'Owner+' benefits
- +**
- Founder's Welcome Pack
- Invite to Founders & Playing Squad 2024 Team Photo
- Exclusive Founders Events
- Discount on function room hire at the Salford Stadium
- Special priority draws on 'money-can't-buy' experiences

PRESIDENT'S CLUB

£10,000+

- One Ordinary Share, One Vote
- Physical Share Certificate
- Eligibility to stand for election
- All 'Founder's Club' benefits
- +**
- As a prospective member of the President's Club, we would like to tailor your package appropriately to your contribution.
- Please contact us by clicking the contact button on www.salfordreddevils.net/owntheclub and we will be in touch to discuss.

OWN THE CLUB

"I COUDN'T BE PROUDER
OF THIS CLUB AND WHAT IT
MEANS TO THE COMMUNITY
OF SALFORD."

Paul King, Managing Director

WHO WILL
RUN US?

MAKE HISTORY. TOGETHER.

The Club is run on a day-to-day level by Paul King, the Managing Director, who is the sole Director of the club: Salford City Reds (2013) Ltd. The Society is the sole shareholder of the club.

All current Directors of the Holding Company will resign at the first AGM of the society, due to be held by the end of June 2024 to enable a new board to be elected with the confidence and legitimacy of being democratically elected by all our Members. Existing Directors can stand for re-election, as can any Member who can be nominated.

Every investor, regardless of whether they invest £100 or £100,000 get one vote at our Annual General Meeting and in elections for the Board, because we know that everyone who loves the Club is united in their passion for it. Every voice will be heard.

Until then, the founding board are:

Paul King
Paul Trainor
Andrew Rosler
Joanne Hawkins
David Roberts
Brian Rees*

*Brian Rees will resign from the founding board once new Directors are co-opted. Alongside the opportunity to join the Board, Members will have the chance to be involved in Sub-Committees focusing on areas of growth and community, such as fan experience, ticketing, fund-raising etc. The strategic focus of these groups to be developed through consultations with the Members.

YOUR QUESTIONS ANSWERED.



Q. How can I invest?

A. We are running this share offer through the Crowdfunder website. When you click to invest, you will make a payment which Crowdfunder will hold until the project closes. They will then pass the money to us.

Q. What is the minimum and maximum investment?

A. The minimum investment is £100 and the maximum is £100,000. Every investor will get 1 Ordinary share at £1 each, which gives one vote in the society's meetings, and the remainder of your investment will be allocated as Community Shares at £1 each which carry no voting rights.

Q. Who can invest?

A. Anyone over the age of 16 can invest* (but only people aged 18 or above can serve as directors,). Companies, organisations and other incorporated bodies can also invest, but need to let us know the named individual who will be representing them at meetings of the society and to who we will send notices, agendas and such like.
*Note, purchases for those under 18 years old must be completed by a parent/guardian.

Q. Can organisations and businesses subscribe for community shares?

A. Yes. A representative of that organisation will need to become a Member of the society as nominee for their organisation/business.

Q. Can my investment be gift aided?

A. No, because we aren't a charity.

Q. Can people club together to buy shares?

A. Yes, but as with organisations, you'll have to nominate a Member of your group to be the named shareholder in our share register.

Q. Can shares increase in value?

A. Shares cannot rise in value, so there will never be a capital gain. They may be reduced in value if our auditors instruct us to do so if they believe that the value of our assets has fallen.

Q. Can I sell my shares?

A. No. This investment is in withdrawable share capital which cannot be transferred, sold or given to anyone else, except on your death. You can tell us in advance who you wish to transfer your investment upon your death, and we can transfer the first £5,000 of your investment to them; any investment above £5,000 requires your beneficiary to be explicitly named in your will. If you do not nominate anyone, the Board will rely on the instructions given by your executors.

Q. What if the society isn't financially successful enough to survive?

A. If we did become insolvent, the ability of investors to recoup the funds they have invested would depend on firstly the value we (or the appointed insolvency practitioners) could get for the assets of the society and secondly, the value of our debts at that point.

In the event of our insolvency or orderly winding-up, the proceeds from the sale of those assets and our cash would firstly pay off all our creditors, and if there were any funds left at that point, would be used to pay back shareholders as much of their investment as they have outstanding as possible, on a pro-rata basis.

As we are a society with a Statutory Asset Lock, any surplus left after paying off creditors and then shareholders will be distributed to another organisation with a statutory asset lock with similar aims to support sport in the Salford area.

Q. Will I get a share certificate?

A. Everyone who invests will receive a community share certificate.

Q. What happens if I didn't get all of my investment back?

A. Although we are registered as a society with The Financial Conduct Authority (FCA), the sale of withdrawable shares in the society is not regulated by the FCA. Like many investments, these community shares are at risk and you could lose some or all of the money you invest.

Unlike deposits with high street banks, community shares are not covered by the Financial Services Compensation Scheme, nor is there any right of complaint to the Financial Ombudsman Service. If you are considering investing a significant amount then you may wish to seek independent financial advice before doing so.

Investors who have claimed tax relief would also be eligible to claim loss relief against their tax liability for the difference between what they invested less any tax relief already claimed and what was returned to them.

Q. What will you do with my personal details and data?

A. Your personal details as submitted on the application form will be held by the society and used in accordance with the provisions of the rules and of the 2014 Cooperative and Community Benefit Societies Act. Only Members can inspect the Members' register and view Members' names and addresses (not how much they have invested) but the society will not share, sell, or provide my details to any other individual or organisation and will ensure compliance with the GDPR regulation in accordance with its responsibility as a data controller.



FURTHER ENQUIRIES

If you have any questions about our **Community Share Offer** please don't hesitate to get in touch us:

Address:

Salford City Stadium
1 Stadium Way
Eccles
Salford
M30 7EY

Email:

enquiries@salfordreddevils.net

Phone:

0161 786 1590

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