

The logo for FOTMOB, featuring a stylized white 'F' icon followed by the word 'FOTMOB' in a bold, white, sans-serif font. The background is a vibrant green and yellow soccer field with a large green soccer ball graphic overlaid.

FOTMOB

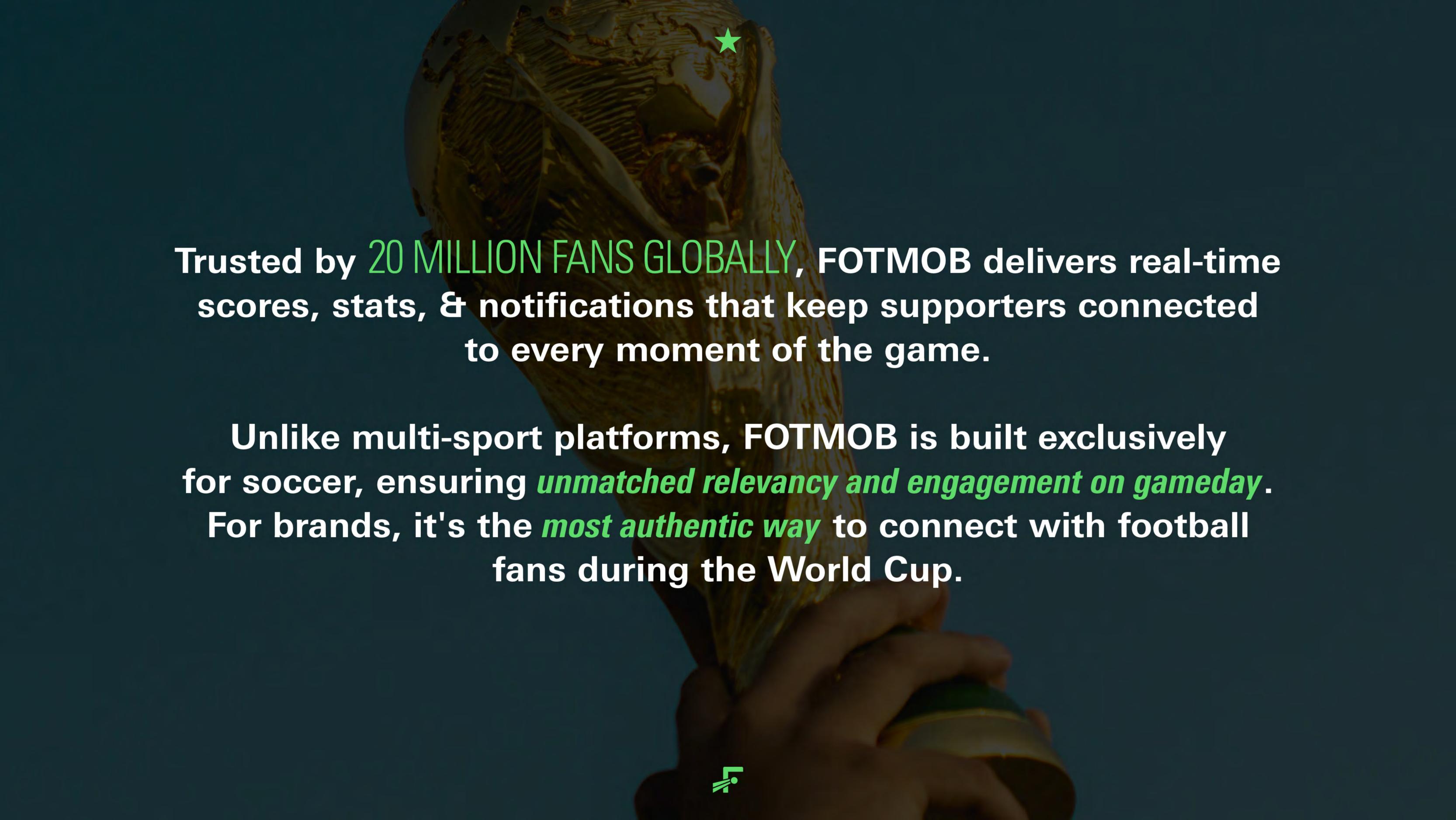
# FIFA *World Cup* 2026.

THE GLOBAL FOOTBALL COMPANION FOR  
THE WORLD'S BIGGEST TOURNAMENT



***From the FJORDS of Norway,***  
***to 20 MILLION football fans***





Trusted by **20 MILLION FANS GLOBALLY**, FOTMOB delivers real-time scores, stats, & notifications that keep supporters connected to every moment of the game.

Unlike multi-sport platforms, FOTMOB is built exclusively for soccer, ensuring ***unmatched relevancy and engagement on gameday***. For brands, it's the ***most authentic way*** to connect with football fans during the World Cup.



# Football's highest-rated matchday companion.



★ 4.9 / 5 on App Store (144K+ reviews)



★ 4.9 / 5 on Google Play (700K+ reviews)

Editors' Choice on Google Play

Recognised by *The New York Times*, *Forbes*, & *ESPN*





# Growth.



FERRARA





# ***The World Cup creates peak moments of attention.***

★ Fans open FotMob instinctively while watching matches live.

★ Lineups, goals, and ratings are checked in real time.

★ FotMob becomes a second-screen habit during the world's biggest games





# ***Global World Cup Audience:***

★ 20 million users globally during major tournaments.

★ Football first audience.

★ High engagement during live matches.

# Global World Cup Audience:

## MOST FOLLOWED INTERNATIONAL TEAMS:

|                  |               |
|------------------|---------------|
| <b>England</b>   | <b>4.5mn</b>  |
| <b>Spain</b>     | <b>3.5mn</b>  |
| <b>Argentina</b> | <b>3.25mn</b> |
| <b>Brazil</b>    | <b>3.1mn</b>  |
| <b>France</b>    | <b>3mn</b>    |
| <b>Germany</b>   | <b>2.9mn</b>  |

## USERS IN SELECTED MARKETS:

|                |              |                      |
|----------------|--------------|----------------------|
| <b>USA</b>     | <b>3mn</b>   | 90% male   75% 18-34 |
| <b>UK</b>      | <b>2.3mn</b> | 93% male   65% 18-34 |
| <b>Germany</b> | <b>1.3mn</b> | 95% male   65% 18-34 |

## WORLD CUP FINAL STAGE:





# Matchday Behaviours:

## MATCHDAY BEHAVIOURS:

- ★ **74%** use a second screen while watching games live.
- ★ **67%** check live stats on **FOTMOB** while watching games live.
- ★ **86%** have no other soccer specific app downloaded.

## WORLD CUP PLANS:

- ★ **99%** will follow The World Cup on **FOTMOB**.
- ★ **70%** are interested in buying tickets.
- ★ **55%** will watch as many minutes live as they possibly can.
- ★ **65%** prefer to watch their national team's games at home.

November 25 Survey of 5,000 FOTMOB users





# *Opportunities.*





# *Advertising* OPPORTUNITIES.

★ WORLD CUP HEROES

★ TAKEOVERS

★ LINEUPS

★ MVPS

★ EDITORIAL

★ BRAND SURVEYS

FOTMOB is a product-first business. We don't run sticky or intrusive ads, or video players throughout the app. Our UX is the reason why we're the no.1 soccer app in The US. So when we do run partner campaigns, they're premium and they're impactful.

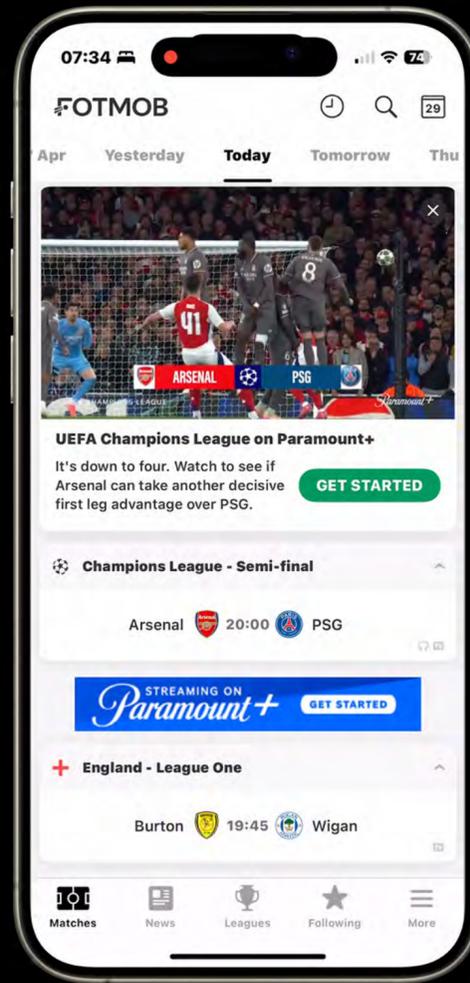


# Advertising OPPORTUNITIES.

★  
WORLD CUP HEROES



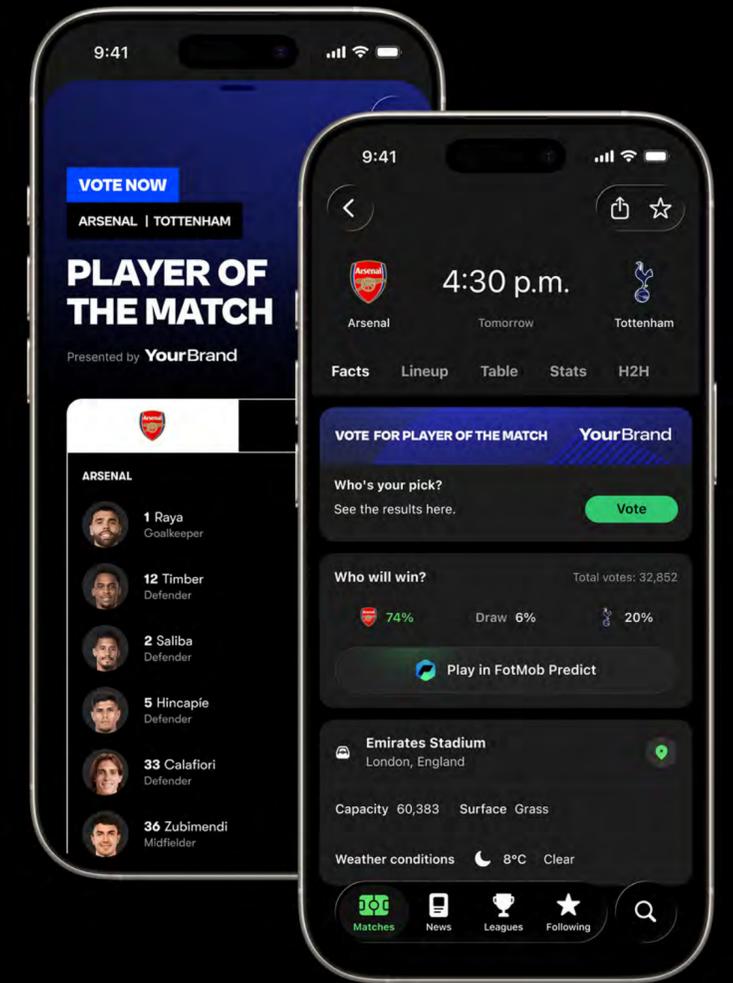
★  
TAKEOVERS



★  
LINEUPS



★  
MVPS



# FOTMOB

Own the World Cup on the world's *most trusted football app*.

[sales@fotmob.com](mailto:sales@fotmob.com)