

2024

WHO WE ARE

BEST 11

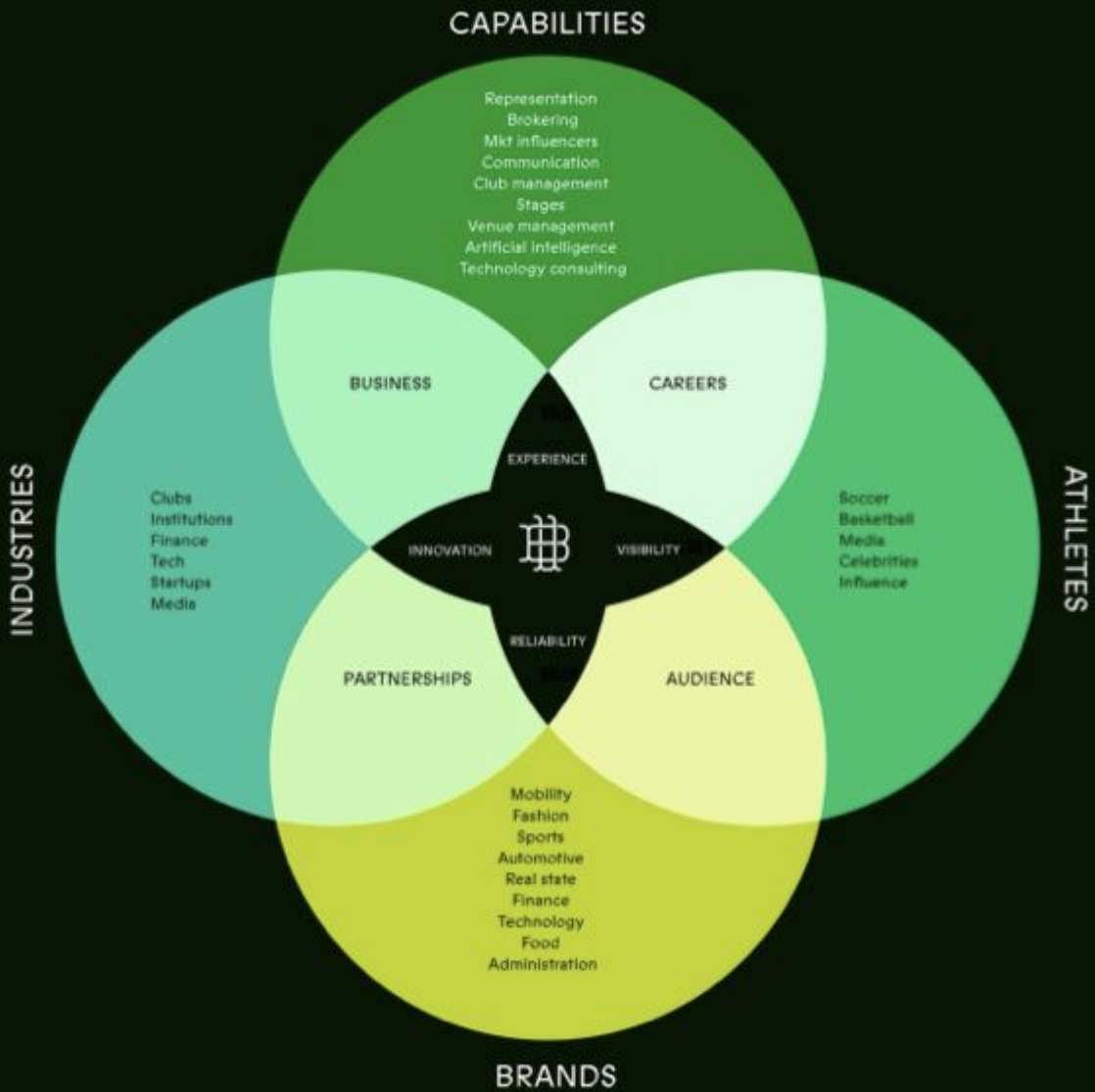
SUMMARY

BEST 11 MEANS COMMITMENT WITH SHARED GREATNESS

We are an open company that stands at the nexus of technology and professional sports to drive the future of athletes, brands and industries, thanks to the value provided by human, contemporary and necessary group of companies.

Team is synonymous of connection and coordination between parts united by a common objective, where each one of them has a fundamental task to achieve it.

At Best 11 Group we offer exceptional connections, never before seen in the sports sector. At Best 11 Group we question the traditional ways.



WE HAVE A STRUCTURED PORTFOLIO TO CAPTURE EVERY OPPORTUNITY



We take our sports and technology business model to a global scale.

With a strong presence in strategic markets, we have a network that embraces cultural diversity and growth opportunities around the world.



OUR BUSINESS MODEL



WE OFFER
IMPACTFUL
CONNECTIONS
NEVER BEFORE
SEEN IN THE
SPORTS SECTOR

We create profitable and possible futures

We understand that true value is measured by impact and continuous improvement. Our vision of value goes beyond financial returns, encompassing human development, innovation and meaningful contribution to society.

Maximizing the value of our partners

Our business model is designed to expand strategically. We identify growth opportunities in emerging and established markets, ensuring scalable and relevant impact. Our mission is to transform the union of a select group of companies into a solid and profitable base.



WHO WE ARE

WE ELEVATE THE POTENTIAL OF OUR PARTNERS

THE MAIN VALUE OF OUR GROUP IS OUR GROUP.

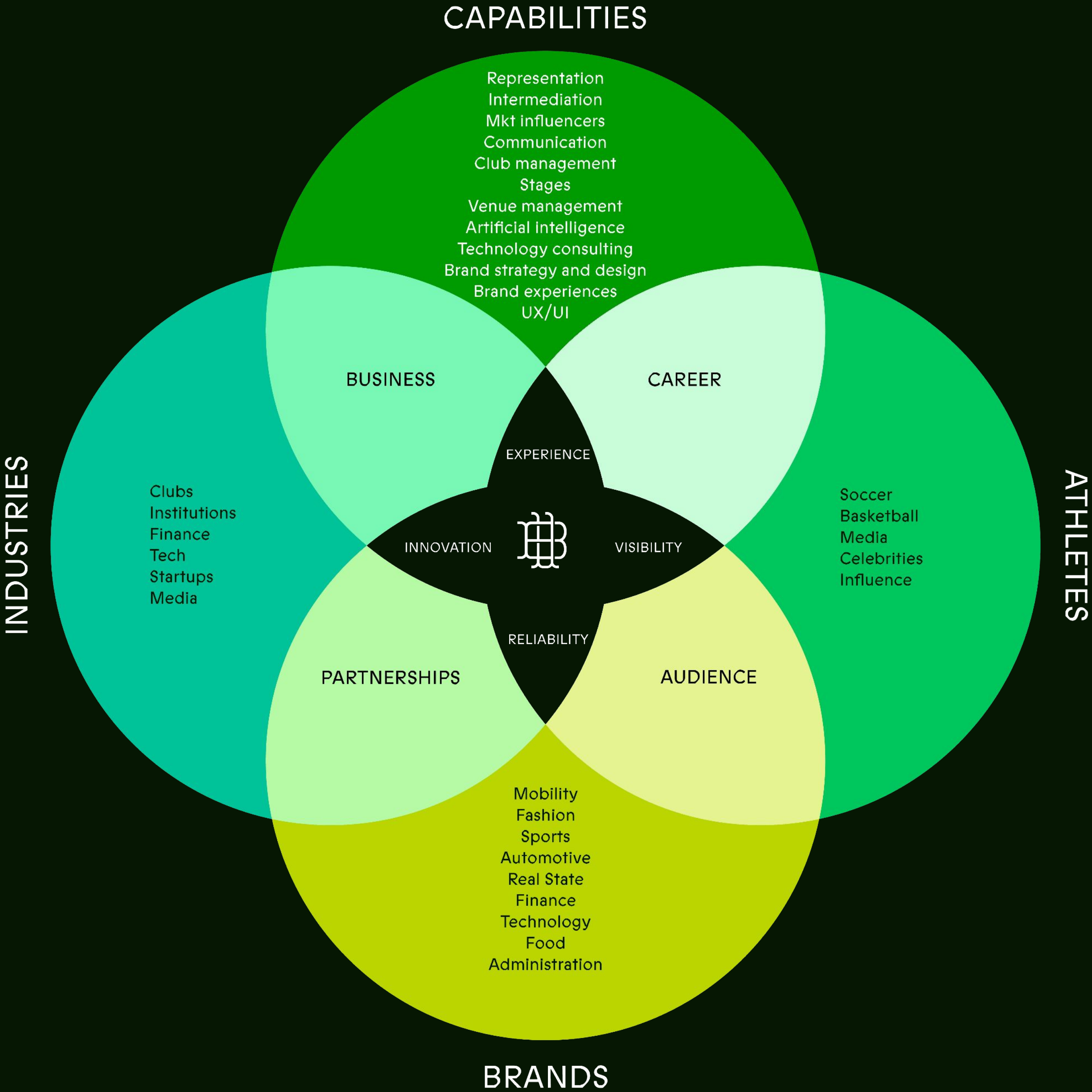
Group means relationship, link, team.

Team is synonymous with connection and coordination between parties united by a common objective, where each one of them has a fundamental role in achieving this objective.

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BEST 11

BOOSTING YOUR VALUE

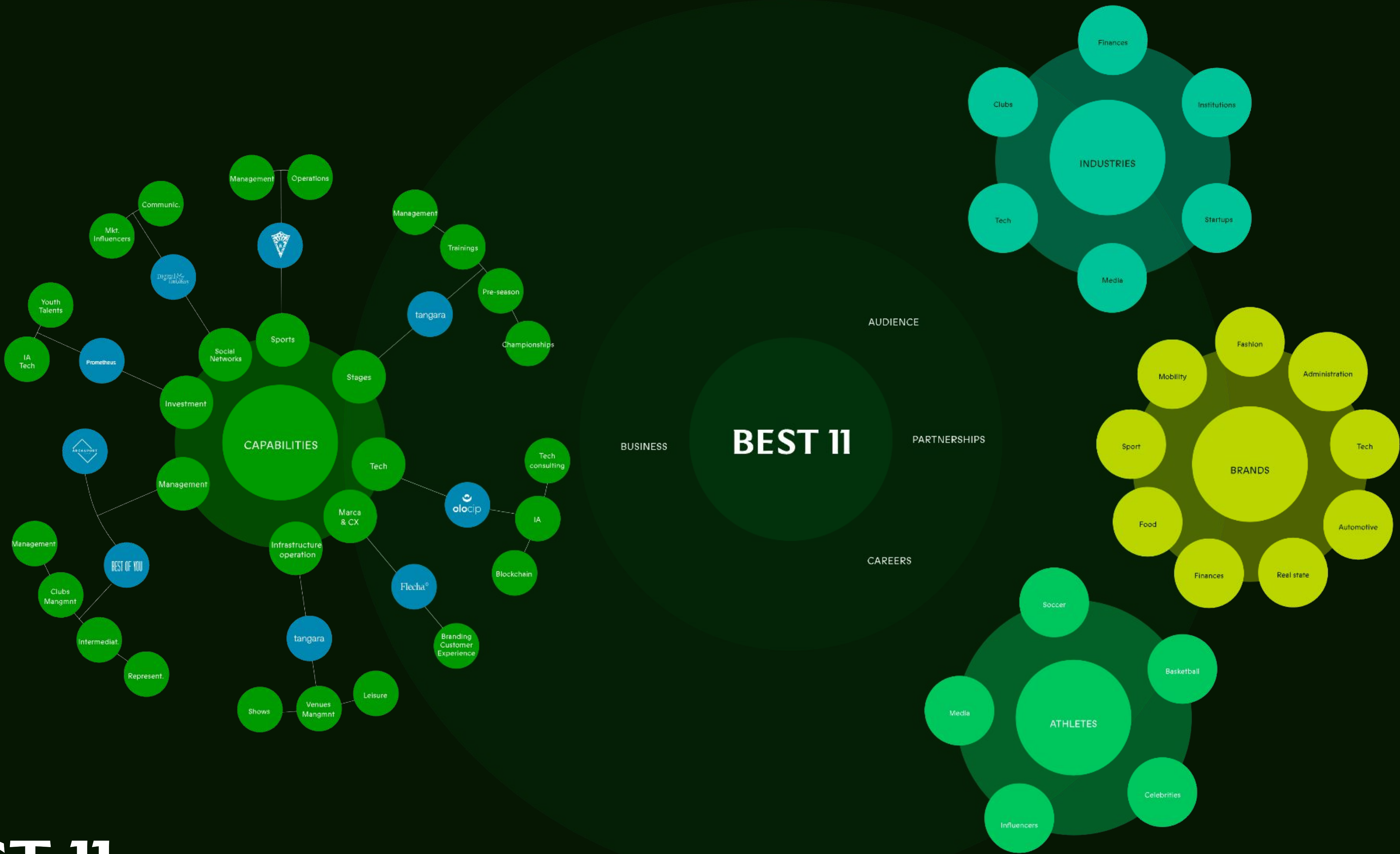


WHO WE ARE

WE ELEVATE THE POTENTIAL OF OUR PARTNERS

BEST 11

BOOSTING YOUR VALUE



WHO WE ARE

GLOBAL REACH, GLOBAL IMPACT

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BEST 11

BOOSTING YOUR VALUE

WHO WE ARE

OUR GROUP

BEST 11

BOOSTING YOUR VALUE



WE LIFT OUR
PARTNERS TO THE
HEIGHTS OF THEIR
TRUE POTENTIAL



We are adaptive, our primary objective is to unleash the potential of those who trust us. In every step we take, in every decision we make.

Human

Understanding that every achievement has its origin in passion and effort.

Adaptative

Flexing with agility before the changing winds of the world.

Integrators

Weaving together the expertise and vision of our companies to create a synergistic whole.

Explorers

Paving the way into the unknown with curiosity and courage.

Selective

Seeking excellence in every action and collaboration.

Active

Taking every challenge with unrelenting determination.

SOME FACTS

We transform passion for sports and technology into successful business strategies that define the future. Our commitment to innovation and excellence is reflected in every project, every collaboration and every solution we deliver.

90%

90% of our projects involve emerging technologies, driving the future of sports and business.

50

With more than 50 international strategic alliances, Best 11 Group is a key player in the global industry.

300%

We generate a 300% return on investment in our sports infrastructure projects, setting a new standard in the industry.

200

More than 200 elite athletes have elevated their careers with our customized solutions and expert advice.

GROUP COMPANIES



BEST OF YOU



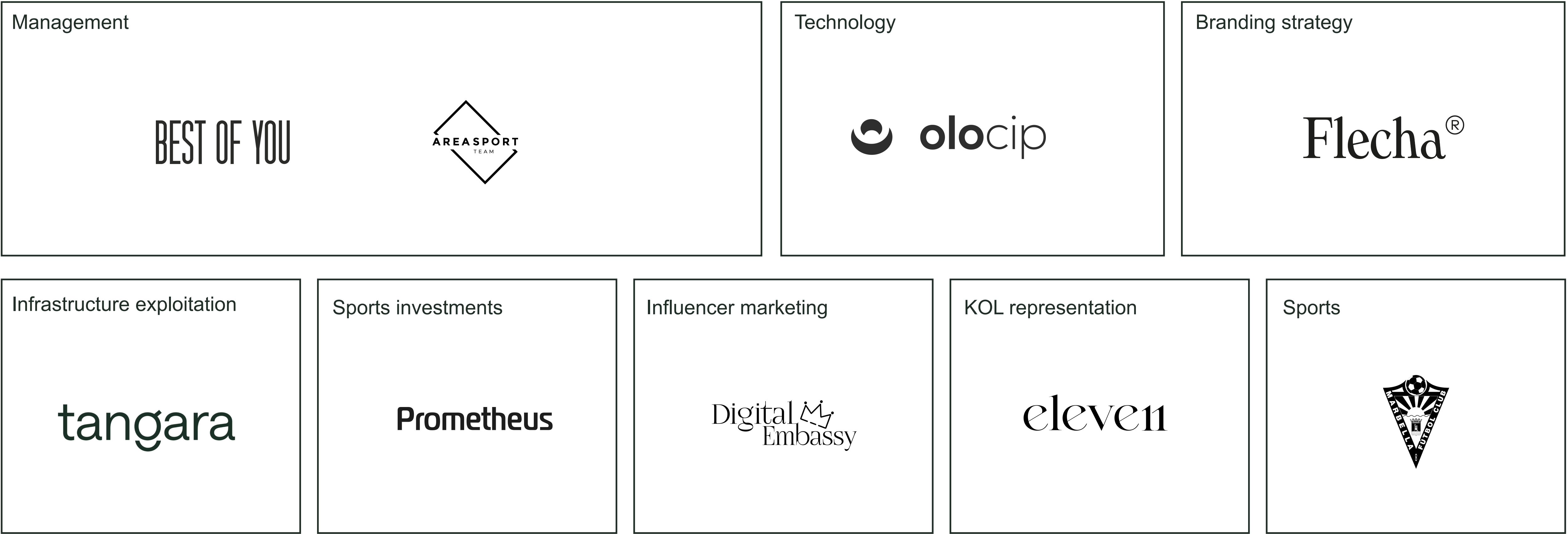
Flecha®

Prometheus

tangara

eleven
TALENT AGENCY OF KOLS

A STRUCTURED PORTFOLIO TO CAPTURE THE OPPORTUNITY



COORDINATED CONNECTIONS TO DELIVER VALUE

CAPABILITIES

MANAGEMENT	 	Representation Intermediation Club management
INVESTMENT		Technology / AI Young talents
INFRASTRUCTURE OPERATIONS		Leisure Show Venue Management
STAGES		Management Pre-season Training Championships
TECH		Artificial Intelligence Blockchain Technology consulting
SOCIAL MEDIA		Marketing influencers Communication
SPORT		Management Operation
BRAND STRATEGY		Marketing influencers Communication
KOL REPRESENTATION		Management Operation

ATHLETES

Football

Casemiro
Sergio Canales
Odriozola
Sergio Camello
Conan Ledesma
Luís Federico López
Abraham Del Moral
Mohammed Dauda
José León
Filipe De Carvalho
Mario Martín
Nico Paz
Gonzalo García
Jacobo Ramón
Juande Rivas
Yac Diori
Lucho García
Cristo Romero
Najeeb Yakubu
Allano De Souza Lima

Basketball

Hugo González
Leo Meindl
Edgar Vicedo
Goran Huskic
Alejandro Barrera
Ignacio Varela
Víctor Arteaga

Celebrities

Tamara García
Ana Vera Rubio
Isabel De lima
Alvaro de la Lama
Andrea Belver
Fondevilla
Alejandro Perez Moro
Irene Baeza
Mireia Canalda
Laura Jorge
Felipe Reyes
Carlos Right
Laura Aliaga
Estefanía de Andrés

Legends

Roberto Carlos
Luis Figo
Kaka

*Highlighted Examples

BRANDS

Sport

Adidas
Nike
Solheim cup
Puma

F&B

Mcdonalds
El Corte Inglés
Meksian
Mercadona

Finance

Renta 4
Andbank
Goldman Sachs

Automotion

Porsche
Audi
Volkswagen

Technology

Apple
Microsoft
Google
AWS

Administration

Ayuntamiento de Marbella
Ayuntamiento de Madrid
CSD
Ministerio de Cultura y Deporte
ICAA

Fashion

El Capote
Woman secret

Real Estate

3sa

INDUSTRIES

Sport

Baloncesto
Fútbol
Tenis
Equitación

Tech

Aws
Globant
Laliga Tech
Plexus
RM Next

Media

2playbook
As
Dazn
El Mundo
Ep
Marca
Media
Mediapro
Mediaset
Movistar
Palco 23

Institutions

FIF Pro
FIFA
LaLiga
UEFA
AFE

Finance

A&g
Alanza
Apex
IDC Ventures
Indigo Capital Partners
JB Gestión
Mindspring
Renta4
Samaipata

Startup

Horizoom
Flyfut
Claver
S3 Global

WHO WE ARE

TEAM

BEST 11

BOOSTING YOUR VALUE

Founding Partners



PEDRO GRANERO
Founder partner



ÓSCAR RIBOT
Founder partner



ESTEBAN GRANERO
Founder partner

Thank you

BUSINESS

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GENERAL INFORMATION

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COMMUNICATION

prensa@best11group.com

