



Date:
27-28th May, 2024

Venue:
Rosewood Hotel, Abu Dhabi

Powered By:



VELOCITY

CAPITAL MANAGEMENT

Velocity Capital Management ("Velocity") is a lower middle market private equity firm making control and non-control investments in established growth stage companies across the sports, media and entertainment ecosystem ("SME"). Velocity is unique and has an unrivaled and complementary blend of global institutional investment experience and domain operating expertise across SME that provides a significant competitive advantage.

Velocity has established the Velocity Opportunity Fund (the "Fund") to capitalize on the disruptive transformation of Intellectual Property ("IP") within SME, which is accelerating due to technological driven innovation and the creation of new monetization channels. The Fund has five existing portfolio companies and is targeting a final close in Q4 2024 at \$350 million.

Velocity was founded in 2021 by David Abrams (former Apollo Management Partner, Chief Investment Officer for Harris Blitzer Sports & Entertainment and Credit Suisse Senior Management) and Arne Rees (former MSP Sports Capital Co-Founder, ESPN Executive Vice President and Sportradar U.S. CEO) (the "Founders"). The Founders have experience as owners, investors and C-Suite operators in both the U.S. and Europe, across a diverse group of companies throughout SME. Velocity's Founders have successfully led companies from early / growth stages through exit and also executed transactions with some of the largest sports and media rightsholders globally.

Djarum Group, through its affiliation with the Hartono Family of Indonesia, has acquired a minority stake in Velocity and acts as a strategic industry and capital partner to the firm. Their extensive holdings include Como FC 1907 (Italy Serie B), 88 Rising (Asian music platform) and Bank Central Asia.

The Fund utilizes its competitive advantages that include proprietary deal access and its ability to be a value add-strategic partner to its portfolio companies, which include:

- **Parella Motorsports:** Owner and operator of grassroots motorsports live events - Owns Sportscar Vintage Racing Association, Pirelli Trans Am Racing, International GT and operates junior levels of Formula 1 racing. Conducts sanctioned classic car and professional / amateur racing events at world-renowned tracks including Indianapolis Speedway, Circuit of the Americas, Watkins Glen and Laguna Seca.
- **X Games:** Leading global action sports brand with seasonal festival-style competitions - Premium owner of IP, providing the largest organized action sports events globally. Velocity acquired the business from Walt Disney/ESPN in conjunction with MSP Sports.
- **Elevate:** Consulting agency and outsourced services provider for sports rightsholders - Provides hospitality, sponsorship, insights, brand, and ticketing solutions. Founded by a group of leading SME entities, including the San Francisco 49ers, Harris Blitzer Sports & Ent. and Live Nation / Ticketmaster.
- **Videocites:** Leading AI platform measuring sponsorship value for rightsholders and brands - Sponsorship and fan engagement measurement platform for professional sports leagues, media companies, teams and brands. The NBA is a co-investor and the company's largest commercial partner.
- **Camp:** Family-focused experiential business curating IP to develop themed experiences - Provides unique, immersive shop-play hybrid experiences to children and young families, licensing premium IP from Walt Disney, Universal and others. Currently 7 U.S. locations with plans to scale to 14 by 2025.

Why Velocity Capital Management?

- **Extensive Institutional Investment Experience:** Investment leadership roles at Apollo Management, Credit Suisse and Harris Blitzer Sports & Entertainment.
- **Compelling and Actionable Market Opportunity:** The Sports, Media and Entertainment ecosystem has emerged as an institutionally investable asset class.
- **Competitive Advantages:** Access to proprietary deal flow, Value-Add Strategic Partner, and Thesis-driven investing.
- **Focused Mandate:** Domain experts with sector operating and ownership experience.
- **Seasoned Portfolio:** Closed 5 investments with significant upside appreciation.



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David Abrams

Founding Partner and Managing Partner
Velocity Capital Management



David Abrams, the Founder and Managing Partner of Velocity Capital Management, heads a lower middle market Private Equity firm specializing in the sports, entertainment, and media industries. With three decades of experience in principal investing, investment banking, restructuring, and sales and trading, David brings a wealth of expertise to his role. Beyond his financial services career, he is deeply involved as an owner, operator, and investor in professional sports franchises and sports technology companies.

Previously serving as the Chief Investment Officer for Harris Blitzer Sports & Entertainment (HBSE), David oversaw strategic investments in sports and entertainment properties, including the Philadelphia 76ers, the New Jersey Devils, and Crystal Palace F.C. He established and managed HBSE's Investment Platform, comprising ventures like the Sixers Innovation Lab and sports technology-focused venture capital funds.

During his tenure at Apollo Global Management, David spearheaded the Apollo European Principal Finance Funds, managing assets worth \$8 billion. His responsibilities included acquiring distressed debt, real estate, and non-performing loans across multiple countries. Earlier, at Credit Suisse, David played key roles in leveraged finance, specialty finance investments, and distressed sales and trading.

David's diverse career journey began at Bear, Stearns & Co. and included leadership positions at The Argosy Group. He has been actively involved in some of the largest corporate and real estate restructurings, offering invaluable insights into navigating market upheavals.

Outside of his professional endeavors, David is engaged in various philanthropic activities and serves on the Board of Directors of Norwegian Cruise Lines. He holds a Bachelor of Science degree in Economics from the Wharton School of Business at the University of Pennsylvania.