

**SOCCEREX** 

**20**

**UNDER 21**



primetimesport

**2018**





# INTRODUCTION

Welcome to the 2018 Soccerex 20 U21 report by Prime Time Sport, created using their Football Value Index valuation methodology.

It has been a seismic 12 months in the transfer market. This time last year we speculated about entering the era of £100m or €110m transfer. Since then there have been four transfers over €110m and one over €200m with Neymar's record-breaking move to Paris Saint-Germain redefining player values. Our total valuation of the top 20 U21 players has increased by more than €480m in one year.

Kylian Mbappé, the bright young star of this summer's FIFA World Cup, tops our list and is a clear example of this market redefinition. Whilst his ranking has moved up from second to first from last year, his valuation has increased by more than 300% on the back of his move to PSG and his stellar performances for the national team. His remarkable season was crowned by a goal in the World Cup final as France lifted the trophy for the second time.

With the World Cup now over, what has been a relatively quiet transfer market so far will no doubt spark into life. Whether we see the same level of spending as last year remains to be seen but whatever happens, youth looks set to be at the forefront, just as it was in Russia.

**Esteve Calzada**

Football Agent & CEO, Prime Time Sport



# FOOTBALL VALUE INDEX

The Football Value Index by Prime Time Sport is a best-in-class player valuation methodology, used by football clubs and the sport industry, to obtain an independent and accurate valuation of football players. Clubs need to know the real value of their main asset, the squad. The accounting value may differ significantly from this, so there are many situations when football clubs need the most accurate valuation of players or squads.

We really hope that this product helps the football industry to be more efficient. The main usages are in transfers (to help in the decision process and in negotiations), in M&A processes, in equity (when a significant difference between the accounting value vs the real value can affect the equity position of the club), to make a rational value allocation for insurance, to provide real and relevant information to investors, and to set guarantees in loans and other financial products.



## PRINCIPLES

### AT-PRESENT PRINCIPLE

The player valuation is made bearing in mind both personal attributes and pitch performance, using player's current personal information and the performances of both current season and the previous one.

### RELIABILITY PRINCIPLE

Objective and contrasted sources are used for the performance of this report; the Soccerex Transfer Review report by Prime Time Sport (a reference in the European market for over 6 years for European transfers), FIFA stats and other sources.

### INDEPENDENCY PRINCIPLE

Due to an internal methodology and the sources used in the project, independent results and objective valuation are guaranteed.

### SCOPE

Players born on or after January 1st 1997.



# METHODOLOGY

## FOR EACH PLAYER, WE RESEARCHED:

### CURRENT CLUB AVERAGE PLAYER SALE VALUE

The origin club affects the player value.

### CURRENT CLUB "STANDARD" PLAYER ANALYSIS

Analysis of the current club's "standard" player sold in the last 5 years provides data to adjust weights for the PTS Rating Index.

### COMPARABLE CLUBS AVERAGE SELLING PLAYER VALUE

Calculation of average value of the last 5 years transfers performed by comparable clubs.

### MARKET VALUE PERCEPTION

Popular transfer sites and press information can affect the player's value, and have to be considered.

### POSITION ON THE PITCH OF EACH PLAYER

The average transfer paid (excluding temporary sessions and free transfers for ending contracts) per position of ALL transfers performed in the 5 major leagues (UK, SP, IT, DE, FR) in the last summer transfer window shows demand for different positions.

### AGE & YEARS OUTSTANDING ON PLAYER'S CONTRACT

# PTS RATING INDEX

## FOR EACH PLAYER, WE ANALYSED:

### NATIONAL TEAM APPEARANCES

Appearances with a national team are a factor that boosts value, especially if the national team is in the Top 10 of FIFA's Rankings.

### MINUTES PLAYED

This aims to reflect the importance of a player and represents an objective variable to assess performance.

### GOALS SCORED

An analysis of goals, weighted per position on the pitch.

### INJURIES

The Player's value is affected by how prone they are to injury.

### MEDIA VALUE

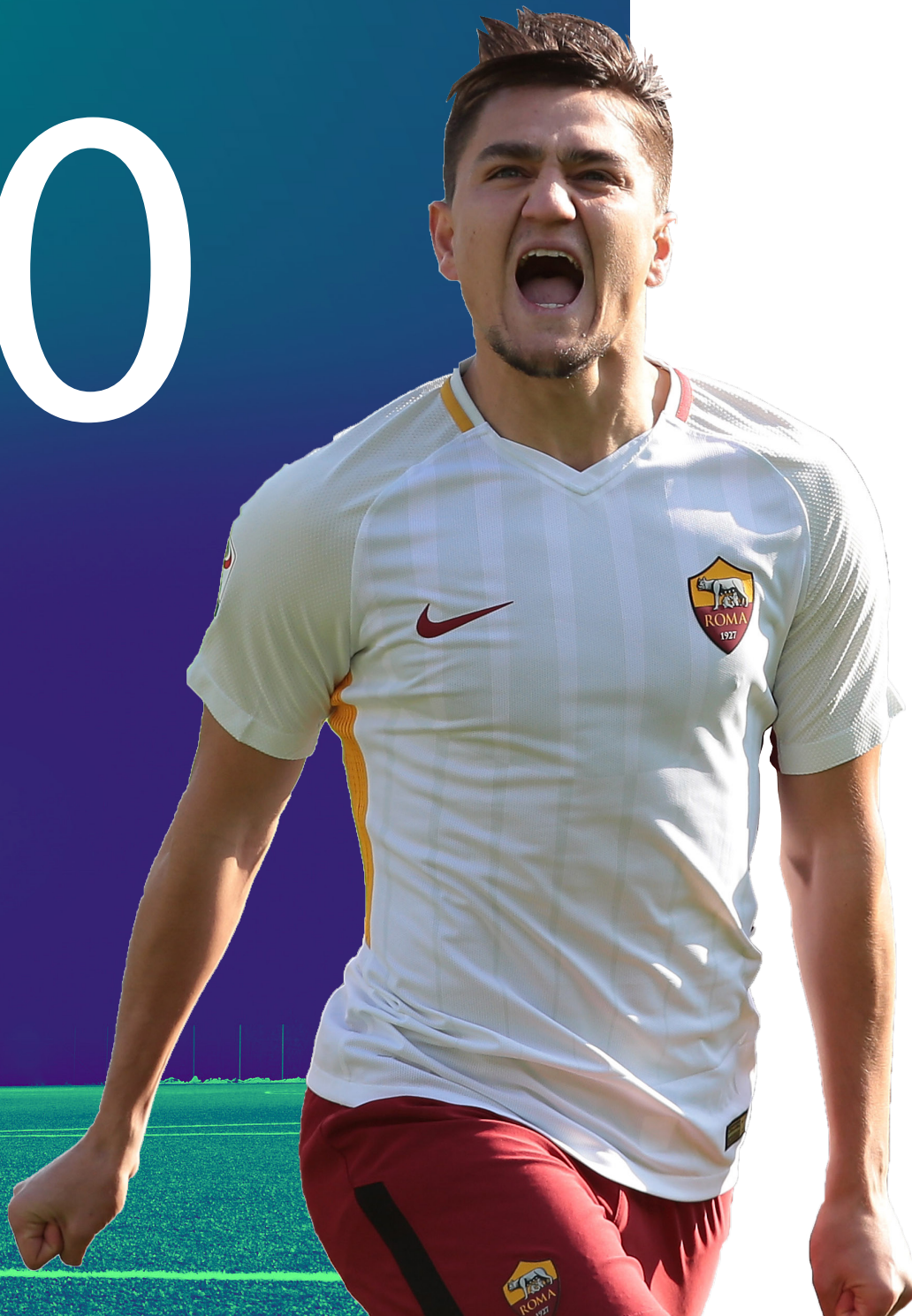
Assessed by the PTS Sports Marketing team.

### TECHNICAL QUALITY

An essential factor in a player valuation.



# 20



NAME

CENGİZ ÜNDER

VALUE

€31.9 M

CLUB

AS ROMA

AGE

21

POSITION

RIGHT WING

2017 RESULT

NEW ENTRY



NAME

ALLAN SAINT-MAXIMIN

VALUE

€31.9 M

CLUB

OGC NICE

AGE

21

POSITION

RIGHT WING

2017 RESULT

NEW ENTRY



19



# 18



NAME

HOUSSEM AOUAR

VALUE

€34.5 M

CLUB

OLYMPIQUE LYONNAIS

AGE

20

POSITION

CENTRE MIDFIELD

2017 RESULT

NEW ENTRY



NAME

PATRICK CUTRONE

VALUE

€35.0 M

CLUB

AC MILAN

AGE

20

POSITION

STRIKER

2017 RESULT

NEW ENTRY



17



# 16



NAME

DAYOT UPAMECANO

VALUE

€39.6 M

CLUB

RED BULL LEIPZIG

AGE

19

POSITION

CENTRE BACK

2017 RESULT

NEW ENTRY



NAME

RODRYGO

VALUE

€40.0 M

CLUB

SANTOS FC\*

AGE

17

POSITION

LEFT WING

2017 RESULT

NEW ENTRY

\*Deal agreed to join Real Madrid CF in the 2019/20 season



15



# 14



NAME

VINÍCIUS JÚNIOR

VALUE

€45.1 M

CLUB

REAL MADRID CF\*

AGE

18

POSITION

LEFT WING

2017 RESULT

NEW ENTRY

\*Joined from CR Flamengo ahead of  
the 2018/19 season



NAME

MATTHIJS DE LIGT

VALUE

€50.4 M

CLUB

AFC AJAX

AGE

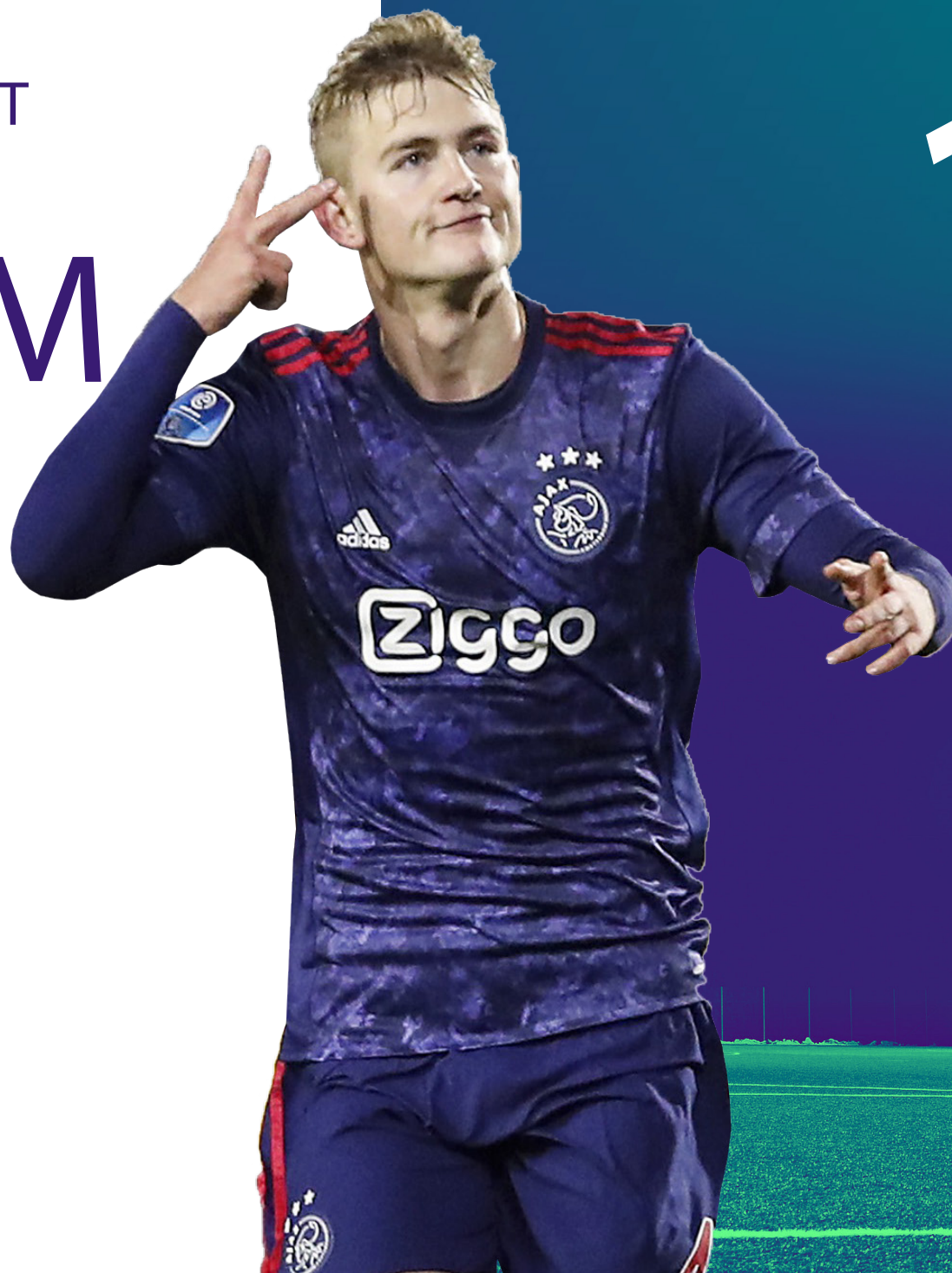
18

POSITION

CENTRE BACK

2017 RESULT

NEW ENTRY



13



# 12



NAME  
TRENT ALEXANDER-ARNOLD

VALUE  
€50.7 M

CLUB  
LIVERPOOL FC

AGE  
19

POSITION  
RIGHT BACK

2017 RESULT  
NEW ENTRY



NAME

RYAN SESSEGNON

VALUE

€51.3 M

CLUB

FULHAM FC

AGE

18

POSITION

LEFT WING

2017 RESULT

NEW ENTRY



11



# 10



NAME

MIKEL OYARZABAL

VALUE

€51.3 M

CLUB

REAL SOCIEDAD

AGE

21

POSITION

LEFT WING

2017 RESULT

NEW ENTRY



NAME

LEON BAILEY

VALUE

€56.6 M

CLUB

BAYER 04 LEVERKUSEN

AGE

20

POSITION

LEFT WING

2017 RESULT

NEW ENTRY



09



08



NAME

CHRISTIAN PULISIC

VALUE

€61.2 M

CLUB

BORUSSIA DORTMUND

AGE

19

POSITION

RIGHT WING

2017 RESULT

NEW ENTRY



NAME

GIANLUIGI DONNARUMMA

VALUE

€62.8 M

CLUB

AC MILAN

AGE

19

POSITION

GOALKEEPER

2017 RESULT

08 · €40.5 M



07

# 06



NAME

FEDERICO CHIESA

VALUE

€63.6 M

CLUB

ACF FIORENTINA

AGE

20

POSITION

RIGHT WING

2017 RESULT

NEW ENTRY



NAME

MALCOM

VALUE

€64.6 M

CLUB

FC GIRONDINS DE  
BORDEAUX

POSITION

RIGHT WING

AGE

21

2017 RESULT

NEW ENTRY



05

04



NAME

OUSMANE DEMBÉLÉ

VALUE

€84.3 M

CLUB

FC BARCELONA

AGE

21

POSITION

RIGHT WING

2017 RESULT

03 · €60.9 M



NAME

GABRIEL JESUS

VALUE

€88.0 M

CLUB

MANCHESTER CITY FC

AGE

21

POSITION

STRIKER

2017 RESULT

06 · €42.6 M



03

02



NAME

MARCUS RASHFORD

VALUE

€89.2 M

CLUB

MANCHESTER UNITED FC

AGE

20

POSITION

STRIKER

2017 RESULT

07 · €40.6 M



NAME

KYLIAN MBAPPÉ

VALUE

€192.3 M

CLUB

PARIS SAINT-GERMAIN FC

AGE

19

POSITION

RIGHT WING

2017 RESULT

02 · €61.7 M



01

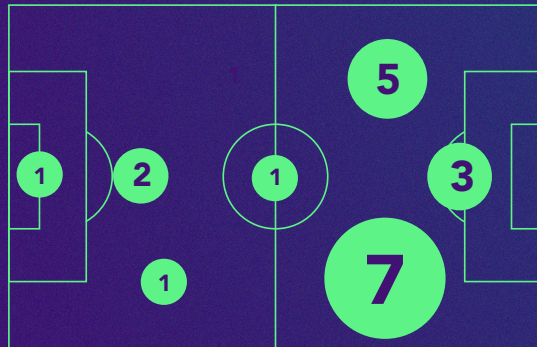
# RESULTS

RANK	PLAYER	TEAM	NATIONALITY	POSITION	YEAR OF BIRTH	VALUE (€ K)
1	MBAPPÉ	PARIS SAINT-GERMAIN	FRENCH	RIGHT WING	1998	192,320
2	RASHFORD	MANCHESTER UNITED	ENGLISH	STRIKER	1997	89,173
3	JESUS	MANCHESTER CITY	BRAZILIAN	STRIKER	1997	88,039
4	DEMBÉLÉ	FC BARCELONA	FRENCH	RIGHT WING	1997	84,321
5	MALCOM	GIRONDINS BORDEAUX	FRENCH	RIGHT WING	1997	64,603
6	CHIESA	FIorentina	ITALIAN	RIGHT WING	1997	63,577
7	DONNARUMMA	AC MILAN	ITALIAN	GOALKEEPER	1999	62,755
8	PULISIC	BORUSSIA DORTMUND	AMERICAN	RIGHT WING	1998	61,203
9	BAILEY	BAYER LEVERKUSEN	JAMAICAN	LEFT WING	1997	56,586
10	OYARZABAL	REAL SOCIEDAD	SPANISH	LEFT WING	1997	51,285
11	SESSEGNON	FULHAM FC	ENGLISH	LEFT WING	2000	51,264
12	ALEXANDER-ARNOLD	LIVERPOOL FC	ENGLISH	RIGHT BACK	1998	50,686
13	DE LIGT	AJAX	DUTCH	CENTRE BACK	1999	50,441
14	VINIcius JR	FLAMENGO (REAL MADRID)	BRAZILIAN	LEFT WING	2000	45,096
15	RODRYGO	SANTOS (REAL MADRID)	BRAZILIAN	LEFT WING	2001	40,012
16	UPAMECANO	RED BULL LEIPZIG	FRENCH	CENTRE BACK	1998	39,589
17	CUTRONE	AC MILAN	ITALIAN	STRIKER	1998	34,951
18	AOUAR	OLYMPIQUE LYONNAIS	FRENCH	CENTRE MIDFIELD	1998	34,464
19	SAINT-MAXIMIN	OG NICE	FRENCH	RIGHT WING	1997	31,943
20	UNDER	AS ROMA	TURKISH	RIGHT WING	1997	31,850

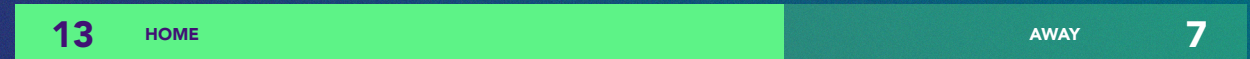


# 2018 / 2017 STATISTICS

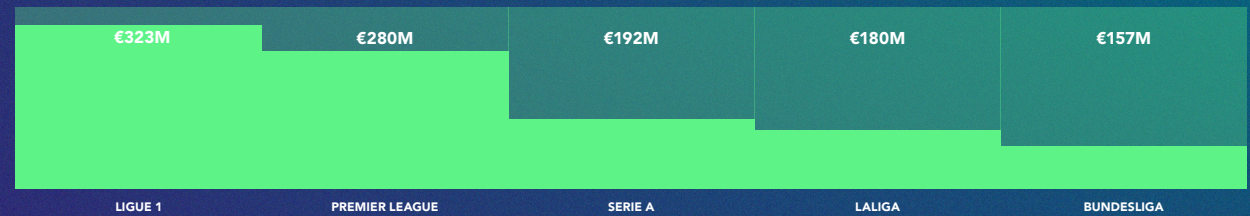
2018 PLAYER POSITIONS



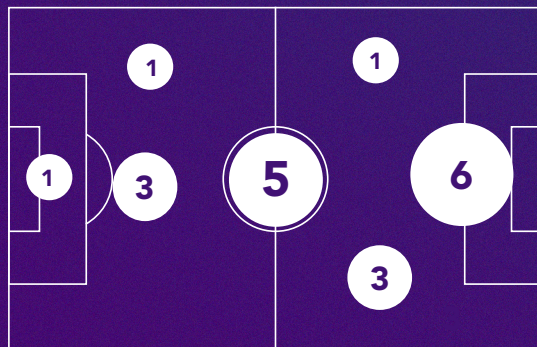
PLAY FOR CLUBS OUTSIDE THEIR HOME NATION



LEAGUE WITH THE MOST VALUABLE PLAYERS



2017 PLAYER POSITIONS



PLAYED FOR CLUBS OUTSIDE THEIR HOME NATION



LEAGUE WITH THE MOST VALUABLE PLAYERS





# COUNTRIES



## FRANCE

5 FRENCH PLAYERS  
€382 MILLION

4 AT FRENCH CLUBS  
€323 MILLION

## BRAZIL

4 BRAZILIAN PLAYERS  
€238 MILLION

1 AT A BRAZILIAN CLUB  
€40 MILLION

## ENGLAND

3 ENGLISH PLAYERS  
€191 MILLION

4 AT ENGLISH CLUBS  
€279 MILLION

## ITALY

3 ITALIAN PLAYERS  
€161 MILLION

4 AT ITALIAN CLUBS  
€193 MILLION

## USA

1 AMERICAN PLAYER  
€61 MILLION

0 AT AMERICAN CLUBS  
€0

## JAMAICA

1 JAMAICAN PLAYER  
€57 MILLION

0 AT JAMAICAN CLUBS  
€0

## SPAIN

1 SPANISH PLAYER  
€51 MILLION

2 AT SPANISH CLUBS  
€135 MILLION

## HOLLAND

1 DUTCH PLAYER  
€50 MILLION

1 AT A DUTCH CLUB  
€50 MILLION

## TURKEY

1 TURKISH PLAYER  
€32 MILLION

0 AT TURKISH CLUBS  
€0

## BY CONTINENT

15 EUROPEAN  
3 SOUTH AMERICAN  
2 NORTH AMERICAN



# CONCLUSIONS

The transfer of Cristiano Ronaldo to Juventus has undoubtedly been the stand out of what has been a relatively quiet transfer window to date, with the attention understandably on events in Russia. With the FIFA World Cup now over and just one month until the domestic season kicks off in Europe, we can expect business to begin in earnest.

While Neymar's record breaking transfer last summer was undoubtedly the catalyst for the huge increases in value we have seen in the past 12 months, it has been the bumper TV rights deals, the global expansion strategies and overseas investment over a longer period that have created the conditions for this increase in spending. This is reflected in this year's Soccerex 20 Under 21 Report by Prime Time Sport, with total combined player values topping €1bn for the first time. This is an increase of 66% on last year.

The "Neymar Effect" is also clearly evidenced by the values in our report. The values of the top three players have increased by more than 100% compared with 2017 and the value of this year's number one ranked player, Kylian Mbappé, has increased an amazing 211% to €192m. He becomes the first player to be valued at over €100m in our report.

Ousmane Dembélé is ranked fourth in this year's report. Although his value has increased by nearly 40% compared to last year, at €84m it is still some way short of the €147m Barcelona paid Borussia Dortmund for him last year. There are two reasons for this – firstly the fee was inflated due to Neymar's transfer and Dortmund knowing what Barcelona had to spend and secondly his valuation is impacted negatively by the lack of playing minutes he had in an injury affected season.

The newly crowned World Champions France have the most players in the top 20 with five, suggesting a strong future for their young team. Interestingly there are no Germans in the top 20 for the first time, which does not bode well as Germany look to return to winning ways following a poor showing in Russia.

Concacaf have two players featuring for the first time – USA's Christian Pulisic is at number eight and Jamaica's Leon Bailey at number nine. Both players currently ply their trade in the Bundesliga.

Serie A and Ligue 1 jointly have the most representatives in the top 20 with four each. There are four who play in the Premier League as of this season but Ryan Sessegnon was playing in the Championship during the period of evaluation. The Bundesliga who have topped all previous Soccerex 20 Under 21 reports in terms of number of players represented have three players in this year's list and none in the top five. Finally, LaLiga have two players with an additional two signed by Real Madrid, one to join the squad this season and one to join next year.

This year's report also highlights the rise of the "new wingers" – 12 of the top 20 are wide men although very few would be considered wingers in the traditional sense. As is reflected in the more fluid formations that are prevalent in the modern game, the bias in this year's report is towards forward players who start from wide positions who are comfortable playing anywhere across the front line. Past reports have seen the biggest clusters in the more traditional "spine" of central defence, central midfield or the striker position.

With Ronaldo gone, Real Madrid will be undoubtedly looking for a new "Galactico" to replace him and their move could well be the tipping point that starts a domino effect throughout the market, driving even higher levels of spending. Last year we speculated that there might be a player valued at over €100m in the report (a speculation that was proved to be correct). There will most likely be more in next year's report and if Real decide to go for Mbappé, then we could be looking at the first U21 player valued at over €200m! Watch this space...





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