

## **Premier League sides made this summer the biggest net investment ever, surpassing 1bio€ despite early closure of the transfer window**

- ✓ **Premier League increased capability determination to retain players resulted in a 54% drop in income from player sales, the main source of financing for new signings**
- ✓ **Liverpool were the second biggest spenders in Europe. Alisson, Keita and Fabinho are in the top 10 most expensive transfers after reinvesting money collected from Coutinho sale**
  - ✓ **Manchester sides strangely missing in the investment race**
- ✓ **Romelu Lukaku and Kyle Walker were the most profitable signings of last year in Europe**
- ✓ **English sides Chelsea and Liverpool brought in the two most expensive goalkeepers in football history: Kepa (80m€) and Alisson (63m€)**
- ✓ **9 PL sides again made this summer their most expensive signing ever**
- ✓ **Fulham and Wolverhampton spent more than all promoted clubs in Europe together**
- ✓ **7 of 10 most expensive transfers of summer window were still conducted by Premier League sides**
- ✓ **A whopping 2b€ worth of players signed by EPL sides over the last 6 seasons where only used in 50% of the minutes or less. Furthermore 21% of such signings have already left their clubs**
- ✓ **Everton is the EPL side with more homegrown players followed by Manchester United and Tottenham**

**Barcelona 6th September 2018** - European transfer market reached 4.200m€ for second season in a row, breaking the 4bio€ barrier. After five years of exponential growth the market becomes steady with a low fall of -4%.

This one and much more conclusions arise from *Football Transfer Review 2019* by Prime Time Sport, in collaboration with Soccerex, which has been presented today. The report provides relevant data and insightful and independent analysis on the variables that influence squad designs and player transfers.

### **Premier League sides had the highest net investment ever**

- Premier League play in a different league and was once again the driving force in Europe in player signings, surpassing for the first time the 1bio€ barrier.
- This means the net investment of the English sides is four times the stats registered by Serie A temas (2nd position, 245m€) and a staggering ten times La Liga teams (3rd position, 89m€).

### **Premier League succeed in keeping their talent**

- 5 of the top movements that didn't happen in European football involved players from the Premier League. Clubs were more reluctant than ever to sell them because of the early closure of the transfer market and the difficulty to replace them in time.
- Eden Hazard (Chelsea), Paul Pogba (Manchester United), Toby Alderweireld (Tottenham), Harry Maguire (Leicester City) and Zaha (Crystal Palace), stayed at their clubs despite interest from big European teams.
- Income from player sales at EPL decreased a staggering 54% to 383m€, returning to 2013 figures. This was a crucial factor to explain decline in player signings. Early closure of the transfer market also provoked fears of not being able to replace potential player sales on time.
- The same story happened outside the Premier League in cases such Neymar and Mbappé (PSG), Antoine Griezmann (Atlético de Madrid) or Ivan Rakitic (FC Barcelona). All of them opted to stay at their clubs after generous renewals or forced because their clubs couldn't find a replacement.

### **Liverpool command the investment**

- The Reds spent 182m€, a second position high in Europe. Liverpool were obviously the top spenders in the Premier League, followed by Chelsea (137m€). Arsenal were only 8th in expenditure (79m€) despite the end of Wenger era. Tottenham Hotspur didn't bring any new players.
- 9 sides made this summer their most expensive signing ever (piling-up from another 9 last year)

### **Goalkeepers made history**

- Kepa and Alisson for 80 and 63m€ respectively were the most expensive goalkeepers in football history.
- These transfers broke the all-time record hold by Gianluigi Buffon for 17 years (2001-2002, Parma to Juventus). Courtois to Real Madrid and Leno to Arsenal moves mean that 4 of the 10 most expensive goalkeeper transfers ever happened this summer.

### **Romelu Lukaku and Kyle Walker as the most profitable signings of last season**

- Manchester United's Romelu Lukaku was the most profitable big signing of last season after playing 84% of minutes for Jose Mourinho's team.
- Kyle Walker at Manchester City (81% of minutes) and Gylfi Sigurdsson at Everton (66%) were in second and third position. Top European signings like Manchester City's Benjamin Mendy (11%) and Barcelona's Ousmane Dembelé (27%) weren't that profitable due to long-term injuries.

### **Fulham on a record investment from a promoted team**

- Money windfall for all Premier League teams translates into high investments by promoted teams trying to avoid relegation. Fulham invested a record 102m€ on Jean Michael Seri (30m€), Andre Zambo (24,85m€) or Aleksandar Mitrovic (20,2m€)

### **The Championship as the top second division in Europe**

- Championship investment decrease for second season in a row to 167m€, but still is much more higher than other second division leagues combined.

### Juventus the big entertainers around Europe

- The Italian side did not only sign Cristiano Ronaldo (117m€, record transfer of the summer), but surrounded the Portuguese star with six more signings that elevated to expenditure to 256m€. This was the third biggest investment by a single club of all time. Still far from PSG's last summer show

with Neymar and Mbappé (418m€), but very close to the 265m€ Real Madrid paid for Cristiano Ronaldo, Kaká, Benzema and others back in 2009.



### About Football Transfer Review

*Football Transfer Review celebrates 10 years of editions. This report publishes all the information relating to transfers of players in European football. After closure of each transfer window (summer and winter), provides highly interesting data and offers conclusions about the variables that strongly influence decision makers at football clubs worldwide. Football Transfer Review has become a reference in the football industry and its publication generates high level of interest and it's largely covered by the media.*

### About Prime Time Sport

*Prime Time Sport is a sports marketing agency founded and directed by Esteve Calzada (former Marketing Director at FC Barcelona and author of the book Show Me the Money! With offices in Barcelona and London, Prime Time Sport offers an integral service of player's representation, image rights management and press relations. Prime Time Sport also acts as a consultant to football federations and football clubs.*

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