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PRESS RELEASE

STERLING MOST VALUABLE YOUNG PLAYER IN EUROPE

RAHEEM Sterling, one of football's hottest summer transfer targets, has been identified as the most valuable young player in European football.

The Liverpool and England international came out on top of a Soccerex study by Prime Time Sport of European football's best U-21s.

He has a weighted valuation of €49.3m (£35.5m), comfortably ahead of his nearest rival - Brazilian international defensive stalwart Marquinhos, who is based with French champions PSG and is valued at €39.77m (£27.84m), with Manchester United's newest attacking recruit, Dutchman Memphis Depay, claiming third spot with an valuation of €33.64m (£23.8m).

The Soccerex 20 U-21 report has been commissioned to commemorate Soccerex's 20th anniversary as the industry's leading global football business event, which they will mark this year, with celebrations kicking off at the Soccerex Global Convention, 6-9 September.

The Football Value Index was compiled by Prime Time Sport and takes into account the player's age, position, current club, contract length, market value perception, international caps, minutes played, goals, injuries and technical quality from a variety of sources to arrive at a final valuation. FOOTBALL VALUE INDEX by PRIME TIME SPORT is a best in class player's valuation methodology, used by football clubs and the sport industry, to have an independent and accurate valuation of football players.

Homegrown Talent

17 of the 20 players selected are born and bred in Europe and England top the charts with the most of players in the group, boasting 4, which some may find surprising given the national team's recent disappointment at this year's UEFA U-21 Championship.

Those English players making the top 20 alongside Raheem Sterling are Manchester United's Luke Shaw in 9th spot (€25.39m/£17.77m), Everton's John Stones in 16th (€16.85m/£11.795m) and Arsenal's Calum Chambers in 19th (€15.06m/£10.54m).

France are in second with 3 players (Laporte, Zouma and Martial), Spain (Gayà and H.Bellerín) and Belgium have 2 (Tielemans and Origi) whilst Germany, Holland, Italy, Turkey, Croatia and Serbia boast 1 each.

Brazil (2) and Uruguay (1) make up the other 3 players in the top 20, with no players from Africa or Asia featuring on the list.

Premier League Power

The Premier League's financial muscle and ability to draw talent is demonstrated, with no fewer than 9 English-based players included in the report.

Memphis Depay is the latest arrival to England having signed for Manchester United from PSV this summer for a reported €35.7m (£25m) – the report values him at a very close €33.6m (£23.5m).



Luke Shaw and Calum Chambers respective report values, however, are lower than their recent transfer prices.

Shaw cost Manchester United €38.57m (£25m) but the report suggests his current value is closer to €25.39m (£17.77m). Likewise, for Chambers, Arsenal forked out €22.86m (£16m) but the report suggest his valuation is €15.06m (£10.54m). In light of UEFA's recent home-grown player regulations; one possible factor in this could be that English teams are now paying above market rates for English talent to remain compliant.

At the other end of the scale the report highlights that PSG may have grabbed themselves a bargain in Marquinhos.

The Brazilian cost them €31.7m (£22.2m) from Roma but he is in second place in The Soccerex Top 20 list at €39.77m (£27.84m), thus representing some excellent business for *Les Parisiens*.

Marquinhos is one of 9 defenders in the list that comprises only 3 strikers and no goalkeepers.

Overall, the leading 20 players have a weighted combined value of €485.43m (£339.8 million) with an average value of over €24m per player.

Esteve Calzada, former FC Barcelona Chief Marketing and Commercial Officer and CEO of Prime Time Sport, said;

"This report has produced a number of very interesting conclusions with regards to home-grown player regulations and Europe's dominance in producing the world's most valuable young talents.

"We are delighted to have worked with Soccerex ahead of their 20th anniversary celebrations, and are greatly looking forward to addressing delegates at the Soccerex Global Convention in September."

Soccerex Chief Executive Duncan Revie said: "This report demonstrates the hugely talented pool of players under the age of 21 available to our European clubs.

"Ultimately, the lifeblood of any successful club is the players they are able to develop and nurture and the report identifies the premium that clubs place on this kind of exciting young talent."

The survey includes all footballers who were 20 years old or younger on January 1st 2015 and includes only players registered with European clubs.

Soccerex is the global leader for the Football Business, with events all over the world. The flagship Soccerex Global Convention, to be held in Manchester, 6-9 September, brings together businesses of all sizes that work in the football industry, as well as many of Football's current stars and legends of the game.

Soccerex has been leading the way in the world of football business since 1995, building a vast network of contacts and business associates the world over, providing the ultimate platform for business in football.

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football clubs and the sport industry, to have an independent and accurate valuation of football players.

Read the full report at www.soccerex.com

Notes to editor

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About Soccerex

Established in 1995, Soccerex is the leading provider of business events for the global football community. Bringing together key industry decision makers from the world of football, Soccerex provides a unique commercial environment where delegates can benefit from exclusive business opportunities, networking and bespoke educational content.

Since its launch 18 years ago, Soccerex has hosted over 33 events across five continents. The Soccerex portfolio includes an annual Global Convention complimented by regionalised Forums.

About Football Value Index by Prime Time Sport

Prime Time Sport is a sports' marketing firm founded and headed by Esteve Calzada, former Chief Commercial & Marketing Officer FC Barcelona and author of the book Show Me the Money.

With offices based in London and Barcelona, the company offers integral services to football players, including representation, personal image rights marketing and management of media relations. Prime Time Sport also has strategic relationships with leading clubs around the world, helping them on rights commercial exploitation, players and other revenue generation projects, consulting in business development and financial and corporate services.

FOOTBALL VALUE INDEX is Prime Time Sport's own model to value professional football squads –born as a result of the experience gained since 2009, with the worldwide renowned report Football Transfer Review-, which is used for football clubs when they need an accurate and external value of players or squads: transfers negotiation, M&A processes, Assets/Equity adjustments, insurances value allocation, etc.

FULL TABLE TOP20 U21

# Rank	Player	Team	Nationality	National Team	Position	Date of birth	Value K€	Value K£
1	Sterling	Liverpool	English	ABS	Right Wing	08/12/1994	49,295 €	£35,048.61
2	Marquinhos	PSG	Brazilian	ABS	Centre Back	14/05/1994	39,768 €	£28,274.88
3	Depay	Manchester United	Dutch	ABS	Left Wing	13/02/1994	33,640 €	£23,917.92
4	Berardi	Sassuolo*(c. Juve)	Italian	U21	Right Wing	01/08/1994	30,521 €	£21,700.54
5	Giménez	At.Madrid	Uruguayan	ABS	Centre Back	20/01/1995	30,205 €	£21,476.03
6	Çalhanoglu	B.Leverkusen	Turkish	ABS	Attacking Midfield	08/02/1994	27,431 €	£19,503.64
7	Kovacic	Inter	Croatian	ABS	Central Midfield	06/05/1994	26,137 €	£18,583.70
8	Gayà	Valencia	Spanish	U21	Left-Back	25/05/1995	25,873 €	£18,395.78
9	Shaw	Man.United	English	ABS	Left-Back	12/07/1995	25,390 €	£18,052.11
10	Laporte	At.Bilbao	French	U21	Centre Back	27/05/1994	23,956 €	£17,032.64
11	Zouma	Chelsea	French	ABS	Centre Back	27/10/1994	22,726 €	£16,158.34
12	Tielemans	Anderlecht	Belgian	U21	Central Midfield	07/05/1997	19,392 €	£13,787.74
13	Mitrović	Anderlecht	Serbian	ABS	Centre Forward	16/09/1994	18,129 €	£12,889.59
14	A.Talisca	Benfica	Brazilian	U21	Attacking Midfield	01/02/1994	18,091 €	£12,862.45
15	Emre Can	Liverpool	German	U21	Defensive Midfield	12/01/1994	17,026 €	£12,105.42
16	John Stones	Everton	English	ABS	Centre Back	28/05/1994	16,850 €	£11,980.55
17	Martial	AS Monaco	French	U21	Centre Forward	05/12/1995	15,848 €	£11,268.03
18	Origi	Liverpool	Belgian	ABS	Centre Forward	18/04/1995	15,261 €	£10,850.62
19	Chambers	Arsenal	English	ABS	Right-Back	20/01/1995	15,058 €	£10,706.44
20	H.Bellerín	Arsenal	Spanish	U21	Right-Back	10/03/1995	14,829 €	£10,543.54