2024 ATHLETES UNLIMITED PUBLIC BENEFIT CORPORATION REPORT

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ATHLETES
UNLIMITED

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ATHLETES **UNLIMITED**

INTRODUCTION

As co-founder of Athletes Unlimited, I'm pleased to share 2024's Public Benefit Report, a testament to our ongoing commitment to our mission as the only professional sports league structured as a Public Benefit Corporation. Our core values remain rooted in creating a positive and lasting impact for our athletes and communities. Since our inception, we've believed that success extends beyond financial profit to encompass the benefits we deliver to all stakeholders – our athletes, fans, staff, the women's professional sports ecosystem, and our host communities.

This report details our progress, challenges, and achievements in 2024 as we continue to pursue our public benefit objectives. We've prioritized athlete well-being, inclusivity, supporting athlete civic leadership, and deepening our engagement with fans. At the end of 2024, we made the difficult decision to suspend our lacrosse league indefinitely, due to the upcoming international schedule and the availability of the sport’s most elite athletes. At the same time, we are proud of the strides we've made in all four sports and are energized to build on this momentum in softball, volleyball and basketball.

Operating as a Public Benefit Corporation allows us to embed our purpose directly into our business model, ensuring that long-term benefit guides our decisions. While we acknowledge there's always more to achieve, we are encouraged by the support of our stakeholders and the impact we've made. We look forward to continuing this vital work, driven by our mission to create positive change and grateful for your continued partnership and belief in our vision for the future.

Thank you for being an essential part of our journey. We're excited about the opportunities ahead and working together to realize them.

Jon Patricof
Co-Founder and CEO

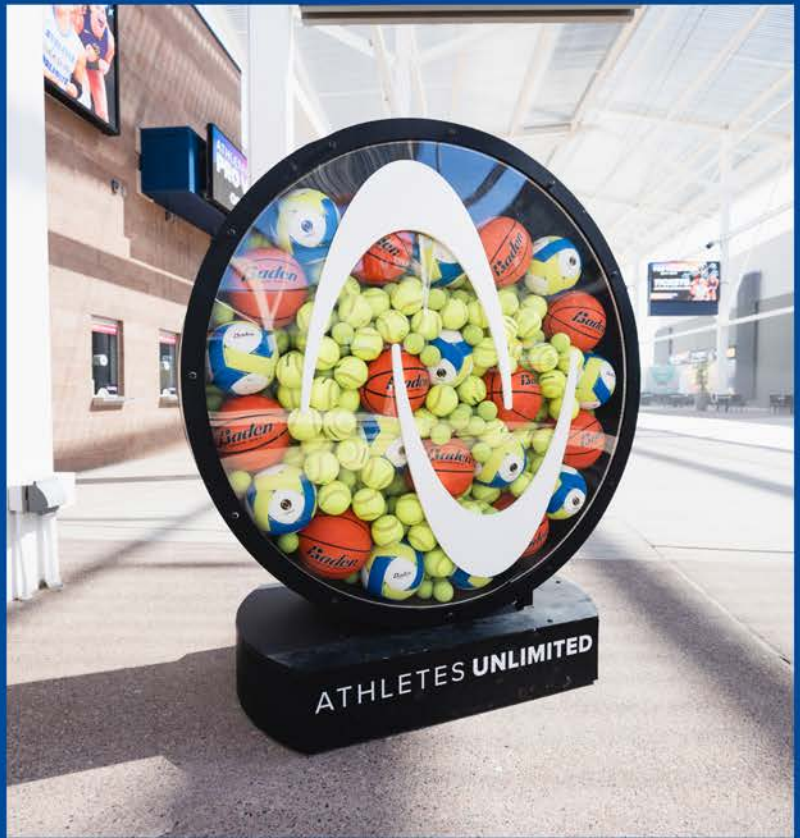
Hilary Meyer
Chief Impact Officer

ATHLETES **UNLIMITED**

ABOUT US

WHO ARE WE?

Athletes Unlimited is an innovative and ambitious model of professional sports. We own and operate professional women's softball, volleyball, and basketball leagues featuring world-class competition and fan experience. We are driven by the athletes who play in the leagues, with athlete representation on our board of directors, each league led by a Player Executive Committee, and players sharing in long-term profits of the company, all while being proactive in shaping policies supporting the athletes who play in the league.



ATHLETES **UNLIMITED**

PBC MISSION

OUR MISSION

Athletes Unlimited is a mission-driven Public Benefit Corporation (PBC). Founded on values of innovation, inclusion, and excellence, we are the first professional sports league to be organized as a PBC.

1

EMPOWER

Empower professional athletes as leaders.

2

INCLUSIVE

Promote inclusive ownership in professional sports focusing on long-term financial and personal well-being of athletes.

3

COMMUNITY

Bring fans closer to the game by innovating on and off the field to maximize engagement and excitement for a global community.

ATHLETES **UNLIMITED**

OBJECTIVES

Our Board of Directors has adopted a set of PBC objectives and this report is designed to report our progress against those objectives. In this report, we report on 2024 activities, and metrics from 2020 through 2024.

KEY OBJECTIVES
Contribute to the long-term financial well-being of athletes.
Provide compelling off-court/off-field enrichment opportunities for athletes.
Enact and follow inclusive policies that enable athletes to control for decisions related to bodily autonomy and their ability to be both professional athletes and parents.
Ensure leagues and teams are meaningfully led by athletes.
Uplift and provide mechanisms for athletes to be civic leaders in their community.
Ensure that Athletes Unlimited games and in-game highlights are accessible on a variety of platforms, including digitally.
Ensure that stadiums are inclusive and accommodating to all guests.
Contribute to the well-being of communities in which AU hosts seasons.
Build empathy through sharing diverse experiences.

ATHLETES **UNLIMITED**

OBJECTIVES

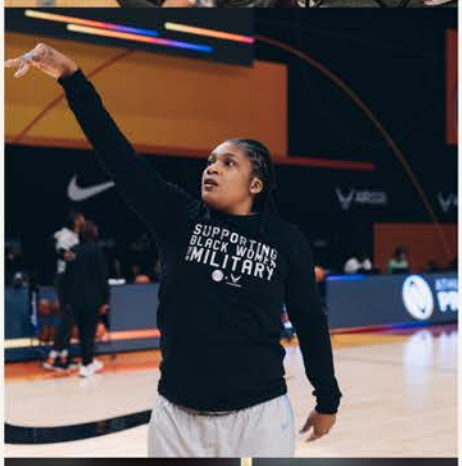
CONTRIBUTE TO THE LONG-TERM FINANCIAL WELL-BEING OF ATHLETES

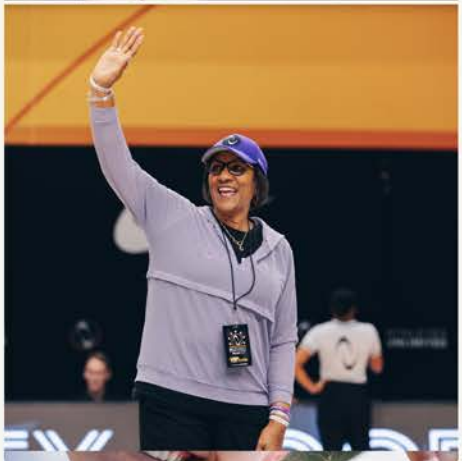
Athletes Unlimited Co-Founder Jonathan Soros **coined the term** "Mission Equity" to describe a new model for financing a company that allows investors to signal their support for its mission by giving up a discrete and measurable portion of their potential profits to support the company's non-financial goals. This model goes beyond the PBC requirement that all stakeholders interests should be taken into account and codifies the willingness of investors to trade financial return for public benefit.

Each investor, in negotiation with the company, defines a limit on the financial return they might receive from their investment. If that limit is exceeded, either by sale to a third party or by distributions from the company, the surplus becomes available for mission-related initiatives by the company. In the case of Athletes Unlimited, no less than half of that surplus will be contributed to the Athletes Unlimited Athlete Profit Participation Plan, while the other half goes to expanding mission-aligned programs like those covered in this report.

	2020	2021	2022	2023	2024
Number of athletes (and Advisory Board) receiving Profit Participation per year	71	177	219	216	218
Total number of athletes (and Advisory Board) in Profit Participation Plan	71	196	313	394	493

Pioneering athletes in other sports leagues have created great opportunities for their successors and great wealth for team owners while being left on the sidelines as those benefits accrue. Athletes Unlimited believes that athletes should participate in the long-term value they help create, and we are building a player community that has a tangible stake in our success. Every time athletes compete in a game during an Athletes Unlimited season, they receive units in the plan, which allows them to participate in distributions for the current year and 19 years that follow.





PROVIDE COMPELLING OFF-COURT/OFF-FIELD ENRICHMENT OPPORTUNITIES FOR ATHLETES

As part of Athletes Unlimited's commitment to developing the athlete as a holistic endeavor, we offer athletes several off-field/off-court opportunities. Driven by this commitment, athletes are offered a collection of activities, offerings and opportunities designed to maximize engagement.

In 2024, the overwhelming majority of Athletes Unlimited athletes participated in workshops related to inclusive communication, centering principles of diversity, equity, inclusion and belonging. Most athletes also participated in a workshop related to personal safety.

Each league was offered deeper-dive workshops and interactive opportunities with community partners including the One Love Foundation, Legends of the Ball (celebrating the history of women's professional basketball), Veteran Women's Enterprise Center, Morgan Stanley's Global Sports and Entertainment division and the National Association of Black Military Women.

Athletes joined us for a networking, and speaking, opportunity at at the Athletes Unlimited Innovation Summit in Rosemont, IL.

Four AU athletes, Bashaara Graves (BB), Dorie Harrison (BB), Kamalani Dung (SB), and Madi Bugg (VB) completed Harvard Business School's **Crossover Into Business** a semester-long program in which professional athletes develop their business acumen by working with MBA student mentors.

New in 2024, two athletes -- Jazmyn Jackson (SB) and Amber McKenzie (LAX) were admitted to **EY's Athlete Career Readiness Program**, a 12-week long, intensive program focusing on enhancing skills and knowledge in areas such as technology consulting, leadership, and business development.

ENACT AND FOLLOW INCLUSIVE POLICIES THAT ENABLE ATHLETES TO CONTROL FOR DECISIONS RELATED TO BODILY AUTONOMY AND THEIR ABILITY TO BE BOTH PROFESSIONAL ATHLETES AND PARENTS

Far too many female athletes have had to choose between their careers and having a family. Although there has been improvement in recent years, the needs of professional athletes who are parents have often been rendered invisible or worse, treated as an impediment to their careers rather than as a natural part of the life of a professional athlete.

Our goal with our pregnancy policy is to treat parenthood as a normal part of a professional athlete's journey. Like other facets of our organization, the Athletes Unlimited pregnancy policy puts the player first. Athletes decide if and when to disclose their pregnancy to a team doctor or to league employees, and pregnancy does not impact a player's future contracts. Reasonable accommodations like rest during practice or medical leave for pregnant players who need it will be provided for pregnant athletes who continue to compete, and other appropriate accommodations will be made for those who are unable to play. If no accommodation will make it possible for the player to remain active in the league, a fully paid leave of absence will be provided.

Athletes who become parents through adoption, surrogacy, or legal guardianship — or are a spouse of someone who has given birth — also receive two weeks of leave with full pay during the four- or five-week season. And players who take parental leave are not penalized in terms of eligibility for bonuses nor does it impact eligibility for playing in future seasons.

	2020	2021	2022	2023	2024
Players Using Athlete Caregiving Stipend	0	6	14	8	14
Players Using Pregnancy Policy	0	0	1	0	1
Players Using Family Travel Stipend	0	1	10	7	4

For athletes who are parents, our goal is to approach each on a case-by-case basis and work with the athlete to determine how best to support their needs. If a player brings their children on-site during our seasons, Athletes Unlimited provides full support for a babysitter, nanny, spouse or other accommodations. If a player does not bring their children on-site during competition, Athletes Unlimited works with the athlete to cover out-of-market childcare support, if needed.

We recognize that athletes bring their whole selves to the season, and our goal is to support them so that they can do their best work on the field or court without having to worry that their children are safe and well cared for.

TRANSGENDER AND NONBINARY ATHLETE POLICY

At a time when transgender athletes have become a lightning rod in public conversations around sports and inclusion, we wanted to reaffirm our commitment to creating safe and inclusive spaces in professional sports. We developed our policy on transgender and nonbinary athletes in collaboration with Chris Mosier, founder of TransAthlete.com, and our process involved extensive consultation with the PECs across all sports.

Athletes Unlimited recognizes all forms of gender expression and supports those who choose to express their gender beyond the male/female binary. Athletes may request changes to their name, pronouns, and gender identity on official publications and listings at any time. Further, a trans woman athlete or nonbinary athlete being treated with testosterone suppression medication for transition-related purposes may compete in an Athletes Unlimited league.

Our policy prioritizes privacy and allows athletes to self-assess their own eligibility without requiring invasive disclosure. Athletes are not required to disclose their gender identity to a team doctor or league employees, and our policy does not contain requirements around specific testosterone levels. We are committed to reviewing our policy regularly to make sure it remains up to date as new research is undertaken in this area.

In 2024, Athletes Unlimited signed a letter of support from the nonprofit group Athlete Ally, affirming our stance that transgender athletes should be allowed to complete in organized sports.

ENSURE LEAGUES AND TEAMS ARE MEANINGFULLY LED BY ATHLETES

The engine of every Athletes Unlimited League is the Player Executive Committee (PEC), which anchors the partnership between athletes and the company. Each Athletes Unlimited League has a PEC composed of up to five active players. The PEC meets weekly with Athletes Unlimited senior leadership to help recruit players, set league rules and scoring systems, plan off-field programming, and drive both league-specific and company-wide decisions that affect the athlete experience. Members of the PEC serve as a sounding board for other athletes and help serve as a liaison between players and the company, ensuring that perspectives of the broader player community are integrated into the work of the organization.

IN 2024, THERE WERE 21 VOTING MEMBERS OF AU PEC'S:

'' Denotes PEC Chairperson*

Molly McCage*
Volleyball

Tori Dixon
Volleyball

Taylor Bruns Tegenrot
Volleyball

Alisha Childress
Volleyball

Erin Fairs
Volleyball

Sam Fischer*
Softball

Sis Bates
Softball

Andrea Filler
Softball

Megan Faraimo
Softball

Sierra Romero
Softball

Lindsey McKone*
Lacrosse

Amanda Johansen
Lacrosse

Marge Donovan
Lacrosse

Sam Apuzzo
Lacrosse

Lauren Gilbert
Lacrosse

Lexie Brown*
Basketball

Sydney Colson
Basketball

Theresa Plaisance
Basketball

Lexie Hull
Basketball

Rebecca Harris
Basketball

INTERSECTIONAL EQUITY WORKING GROUP

The Racial Equity Working Group was formed in June 2020 after the murder of George Floyd. While Athletes Unlimited was not formed as a racial justice organization, we believe that it is the responsibility of every organization to proactively seek opportunities to reduce bias and increase equity.

In 2022, we expanded the group to be the Intersectional Equity Working Group (IEWG) – recognizing that there are many marginalized, and often intersecting, identities that suffer from the effects of systemic discrimination.

The IEWG is composed of both athletes and staff and each year, builds a work plan with fan-facing, athlete-facing and staff-facing programs/activations/policy reviews, and more. The group meets at least once monthly proactively seeking, and measuring progress on, actions within Athletes Unlimited communities (athletes, staff, fans, supporters) to promote intersectional equity, reduce bias, and highlight diverse voices and perspectives.

UPLIFT AND PROVIDE MECHANISMS FOR ATHLETES TO BE CIVIC LEADERS IN THEIR COMMUNITY

Athletes Unlimited recognizes that the qualities that lead to excellence on the field — discipline, collaboration, hard work, an unwavering focus on the goal — are the same qualities that create strong civic leaders and participants in civic life. That's why commitment to civic leadership is woven into the fabric of the organization. Athlete Causes and our Civic Leadership Award are two ways our athletes demonstrate their commitments.

ATHLETE CAUSES

Athletes Unlimited invests in athletes' impact through the Athlete Causes program. Many Athletes Unlimited players have charitable causes they care deeply about but don't have the personal resources or public platform to make the kind of difference they would like. For those who don't come with a defined nonprofit relationship, Athlete Causes helps connect them to an organization that matches their interest. Players are given the opportunity to create their own campaign pages to support the organizations of their choice. Athletes Unlimited spotlights each organization that a player played for, and athletes are able to create content on why they chose their organization and what it means to them.

Athlete Causes was designed not only to allow athletes to support causes about which they're passionate, but also to amplify their voices on those issues and support their engagement.

YEAR	AMOUNT
2020	$168,560
2021	$507,645
2022	$642,933
2023	$606,578
2024	$686,600
TOTAL	$2,654,046

In the first three years, the Athlete Causes program, in partnership with Give Lively and the Give Lively Foundation, provided funding to nonprofits of a player's choosing equal to 50% of their total bonus. Starting in 2023, in order to more evenly distribute funds across all chosen nonprofits, the donation amount was shifted to a 100% match of each athlete's win bonus.

Since 2020, nearly 250 organizations have received donations through this program, totaling over $2.6 M dollars.

CIVIC LEADERSHIP AWARD

Each year, the Civic Leadership Award, presented by EY, recognizes an athlete for their civic leadership efforts both during the season and in the off-season

THE WINNERS OF THE CIVIC LEADERSHIP AWARD:

2021

Jasmyn Jackson

2022

Cassidy Lichtman

2023

Mira Shane

2024

Kaz Brown

Any Athletes Unlimited athlete playing in the calendar year who has demonstrated civic leadership both in season and in their off-season is eligible for this award. The athletes are nominated by themselves or their peers, and these nominations speak to the depth of civic leadership activities they are involved in both outside and within Athletes Unlimited programs.

These civic leadership activities could include the athlete's involvement in Athlete Causes, volunteerism, community service, fundraising, voter engagement, raising awareness, advocacy, and more.

"MY PASSION FOR RAISING AWARENESS AND ADVOCACY STEMS FROM MY MOM'S DIAGNOSIS. MY MOM'S JOURNEY WITH LUPUS HAS SHOWN ME THE TRUE MEANING OF STRENGTH AND SACRIFICE. THE RELATIONSHIP I'VE DEVELOPED WITH THE LFA IS ONE I CHERISH DEEPLY AND I'M EXCITED TO CONTINUE AIDING IN THE FIGHT TO FIND A CURE."
-KAZ BROWN

ENSURE THAT ATHLETES UNLIMITED GAMES ARE ACCESSIBLE ON A VARIETY OF PLATFORMS, INCLUDING THROUGH FREE SOCIAL MEDIA PLATFORMS WITH IN-GAME HIGHLIGHTS, ATHLETE REELS AND OTHER PHOTO AND VIDEO CONTENT

As part of Athletes Unlimited's commitment of bringing fans closer to the athletes and games, we broadcast our games through a variety of television and online platforms, and build out robust social media content that includes both in-game and off-court/field content.

In 2024, Athletes Unlimited significantly expanded its global reach with **126 LIVE games** distributed across diverse platforms: digital, streaming, and traditional broadcast networks. This accessibility was further enhanced by free streaming on key digital platforms, strategic re-air and on-demand options, and international viewership from over 25 countries. For total accessibility, every Athletes Unlimited game is published on YouTube after the broadcasts air. Along with game highlights, the social media feeds (X, Facebook, Instagram, and TikTok) are used to bring athletes' off-field personas to life.

126 GAMES

ESPN · FANDUEL SPORTS NETWORK · LEAGUE PASS · VBTV · MARQUEE SPORTS NETWORK · MSG NETWORKS · 21 TXA

ENSURE THAT STADIUMS ARE INCLUSIVE AND ACCOMMODATING TO ALL GUESTS

Sporting events should be inclusive of all. Athletes Unlimited is committed to ensuring fans can access our stadiums and feel included and comfortable. To that end, in 2024, all stadiums were outfitted with a private caregiving space where fans with young children can take space as needed. All stadiums had access to an all-gender bathroom. And, all Athletes Unlimited's venues in 2024 were Sensory Inclusive Certified™ by the nonprofit KultureCity.

> **"I PERSONALLY APPRECIATED THE GENDER-NEUTRAL RESTROOM, IT'S THE FIRST TIME IN YEARS THAT I'VE BEEN ABLE TO USE A PUBLIC RESTROOM WITHOUT WORRYING."**
> **-ANONYMOUS FAN**

BUILD EMPATHY THROUGH SHARING DIVERSE EXPERIENCES

Athletes Unlimited is committed to quality and engaging storytelling and fan-facing elements that feature a diversity of voices and helps bring new perspectives and new ideas to our fans through first-class sports entertainment.

STORYTELLING THAT TRANSCENDS SPORTS

Athletes Unlimited launched with the goal of putting athletes front and center, and has allocated time and resources to its content and storytelling from day one. With the goal of featuring diversity of voices and stories, Athletes Unlimited shows who the athletes are on and off the court through to our fans through first-class sports entertainment.

The company's Digital Content and Broadcast teams produce and publish content year-round that supplements our live games, from photography and graphic design to short and long-form video series. These elements are incorporated into both our social media presence and our live game broadcasts and shared across our digital channels.

In 2024, the Content team alone produced over 100 unique storytelling videos that all debuted on Athletes Unlimited social media channels. 66 of those videos were part of the Signature Series, spanning across all four sports. These short-form, social optimized pieces aimed to give fans a snapshot of athletes beyond the field/court.

Additionally, the team also told targeted stories in long-form pieces that focused on centering an athlete's story beyond the field. Lexie Brown spoke about her battle with Crohn's Disease, Kelsey Stewart showed her journey of being a mother and professional athlete, and Montana Fouts spoke on her journey to her professional debut following a break after collegiate play. Each of those stories were also part of a multi-media approach that had video and written components.

IN-STADIUM FEATURES

Throughout all of Athletes Unlimited seasons, the athletes decided on themes that they wished to highlight to fans through **“Impact Weeks.”**

Impact Weeks topics are chosen by the PEC and generally tied to AU’s mission or values. They are opportunities for Athletes Unlimited players to highlight a specific cause, national observance, partner organization, or AU initiative. Impact Weeks are brought to life for fans and athletes through:

- In-venue and broadcast content and activations that happen on the Impact game day - the last games of the weekly series - signage, videoboard produced content, fan giveaways, gameball/first pitches by community leader and more.
- Player wearables that athletes wear on the Impact game day.
- Social media content, including pictures of the athletes in the wearables, resource guides for fans about the topic and more.
- Athlete programming during the week leading up to the Impact game day.
- Community-based volunteering, often related to the theme.

IN 2024, THE FOLLOWING THEMES WERE HIGHLIGHTED AS IMPACT WEEKS:

BASKETBALL	LACROSSE	SOFTBALL	VOLLEYBALL
Black Women in The Military	Athlete Causes	Pride	Starlings (youth vb nonprofit)
Athlete Causes	#That’sLove (focus on healthy relationships)	Athlete Causes	Athlete Causes
		A Fearless Pursuit (girls empowerment	Power In My Voice (focus on voting)

Beyond designated Impact Weeks, in 2024 Athletes Unlimited produced activations related to Juneteenth; celebrated Green Sports Day at our opening day of Volleyball season; and partnered with **When We All Vote** throughout 2024 to amplify checking voter registration, culminating in a Party at the Polls event in Mesa, Arizona.

POWER IN MY VOICE

Throughout 2024, we highlighted Athletes Unlimited's Power In My Voice, an initiative to show that everyone can have an impact by using their voice. Whether it is through voting, speaking up for a cause, standing up for your teammates and peers, or helping out in your community, every voice is powerful.

Through this fan-facing activation, athletes were asked to profile Women Who Inspire – and bringing those women, and athletes' quotes about why they admire them - into the game presentation.

Athletes Unlimited also partnered with bookshop.org - another public benefit corporation - to feature books that have resonated with our athletes. Those books were then cataloged on bookshop.org's site, and a portion of each book sale is donated back to brick and mortar independent, neighborhood bookstores. Each Impact Week throughout the year, one lucky fan also won an athlete-inscribed book and a meet and greet with that athlete. In total, 12 fans received books as part of this giveaway.

Finally, through Athletes Unlimited's Becoming Unlimited program, three young leaders of color were profiled for being both leaders in their respective sports and in their communities. In 2024, Lani Fefia and MaLia Fefia (pictured right, Utah) and Jaszmyn Saiza (Arizona) were recognized as Athletes Unlimited's Becoming Unlimited winners.

THE CHAMPIONS COLLECTION

Athletes Unlimited believes in the fabric that creates culture and values threads between artistic expression and the world of pro sports. The Champions Collection was developed to create a collection of portraits of Athletes Unlimited champions by commissioning emerging artists whose work and approach speaks to our mission and values. Our goal is to draw arts and sports closer together while providing a platform for these artists and deepening our ties to local communities. In 2024, four new portraits were commissioned, including one of Athletes Unlimited Pro Volleyball 2023 Champion Leah Edmond, pictured below.

"MY WORK REFLECTS MY CULTURES, CONNECTION TO NATURE, AND THE EXPLORATION OF IDENTITY. GROWING UP IN DINÉ (NAVAJO) AND MEXICAN HOUSEHOLD, I WAS SURROUNDED BY THE CULTURE AND PEOPLE OF EACH THAT INSPIRES MY WORK."
--- SELINA A. SCOTT, FROM AN INTERVIEW IN VOYAGE PHOENIX, NOV. 2021

CONTRIBUTE TO THE WELL-BEING OF COMMUNITIES IN WHICH ATHLETES UNLIMITED HOSTS SEASONS

Athletes Unlimited model is such that the concentration of weeks in one market is brief but intense. We strive to be strong partners, locking arms with those groups and people in their home communities to uplift, and where appropriate, contribute to the amazing community-based efforts.

As part of this effort, every year we offer a number of free tickets in every market we play in, to assure that the games in the community are available to all. In 2024, we distributed 14,778 free tickets.

YOUTH CLINICS Athletes Unlimited offered a number of clinics to introduce or deepen youth efforts in their sports.

Lacrosse

Softball

Volleyball

Athletes Unlimited hosted four youth lacrosse clinics in conjunction with community partners **CityLax**, **Tenacity Project** (Marin City, CA; Park City, UT; Davis, CA), **Bronx Lacrosse**, and **Marist/Beverly** (Chicago). In Athletes Unlimited hosted five youth volleyball clinics, all in Mesa, Arizona. Finally, Athletes Unlimited Softball hosted two clinics, the **Mizuno Clinic** (Rosemont, IL) and the **Koch Clinic** (Wichita, KS). In total, approximately 600 youth athletes were coached by Athletes Unlimited professional athletes. Additionally, Athletes Unlimited traveled to the **Little League Softball World Series** in Greenville, South Carolina to play two regular season games there, and interacted with the youth in attendance.

SUSTAINABILITY

Athletes Unlimited's climate impacts include emissions from its own operations in the stadiums where events are held as well as indirect emissions across our value chain in addition to those associated with fan attendance over the course of our sports seasons. Athletes Unlimited's emissions profile can be divided into scopes 1, 2, and 3. Scope 1 emissions are direct emissions generated from the use of fuel at stadiums during AU sporting events. Scope 2 emissions are indirect emissions from the consumption of electricity in venues rented for sporting events. Scope 3 emissions are indirect emissions generated both upstream and downstream in Athletes Unlimited's value chain. These include emissions generated from purchased goods and services, fan travel, business travel, NFTs, and waste generation.

While Athletes Unlimited annual GHG footprint (as accurately as we are able to measure) is neutralized through verified offsets, Athletes Unlimited is concurrently working to lower our per fan intensity year over year. In 2024, Athletes Unlimited worked with Keramida, a global sustainability consulting firm to comprehensively examine our carbon emissions footprint and develop a carbon footprint reduction action plan.

In 2024, Athletes Unlimited partnered with Leveling the Playing Field, a nonprofit with a mission to redistribute equipment to expand access and equity without youth sports and recreation programs in under-resourced communities. At every Athletes Unlimited venue, fans were offered the opportunity to donate new or gently used sports equipment in exchange for complimentary tickets to an upcoming game. Between Athletes Unlimited surplus and fan donations, equipment valued at $30,111 was donated to LPF in 2024.

In 2025, Athletes Unlimited will continue to prioritize improving the accuracy of the data that is used in the the GHG inventory calculations, which will therefore support better decision-making related to operational expenses.

VOLUNTEERING

Athletes Unlimited athletes volunteered in every city that we played in during 2024, including:
Basketball (Dallas, TX): Worked with **Soldiers' Angels** packing food bags for veterans in need
Lacrosse (Baltimore, MD): Volunteered at a meal service for women at **My Sister's Place Women's Center**
Softball (Greenville, NC): Packing backpacks with food for back-to-school donations at the **Food Bank of Central & Eastern North Carolina**
Softball (Northbrook, IL): Various volunteer efforts at **Border Trails Rescue** dog shelter
Softball (Wichita, KS): Various volunteer efforts at **Sedgwick County Zoo**
Volleyball (Mesa, AZ): Hosted a Party at the Polls, with **When We All Vote**, to encourage community members to vote

BOARD OVERSIGHT AND STAKEHOLDER INTERESTS

Athletes Unlimited's key stakeholders, who directly benefit from our public benefit mission, include our investors, staff, athletes, and fans. Our decision-making process is driven by clearly defined strategic goals centered on enhancing the engagement and well-being of both our athletes and fans. Regularly, across all our business units, we emphasize that business decisions should align with our identified public benefits for these stakeholders, ensuring each decision actively contributes to those benefits.

Beyond these routine operational considerations, the Athletes Unlimited Board of Directors recognizes the importance of the benefits we provide to our key stakeholders. This is a topic thoughtfully integrated into both formal Board meetings and more informal discussions.

Athletes Unlimited successfully achieved its stated public benefits, substantially meeting all key metrics, with strong and consistent support for these benefits from our employees and Board members.

We also maintain several stakeholder touchpoints, including an annual Insider Update meeting. This meeting is offered online to all athletes, staff, sponsors, investors, Board members, and the general public, accessible via free livestream without any registration requirements. It is also streamed on LinkedIn. During the June 2024 Board meeting, Athlete Unlimited staff presented the Public Benefit Corporation's objectives, which were met with positive reception, and a resolution adopting these objectives was subsequently approved.

Furthermore, Athletes Unlimited expanded its Board of Directors to include a second athlete seat. Both athlete representatives are elected by a vote of the entire Athletes Unlimited athlete community.

With this addition, two of the eight seats on the Board are now held by individuals representing the athlete body.

Board meetings continue to be open not only to Board members but also to observers. Athletes Unlimited leadership ensures participation from staff with relevant expertise to provide comprehensive answers to all Board members' inquiries.

Looking ahead, we believe the company's impact will be amplified through the proactive communication and discussion of each benefit. This ensures that no feedback opportunity from our stakeholders is missed throughout our multiple seasons within our annual calendar. Athletes Unlimited is at a significant stage of growth, and we are confident that our expansion will further enhance the potential benefits we offer to our stakeholders.

ATHLETES **UNLIMITED**

CONCLUSION

This report demonstrates the tangible and multifaceted impact we are making on our stakeholders – a testament to our unwavering commitment. The work you'll find within these pages does not just meet the standards of leading sports leagues many years our senior; it fuels our passion and propels us to redefine them. The years ahead are brimming with potential, and we are thrilled to embark on this exhilarating growth trajectory with you. Thank you for reading this report and for experiencing this journey alongside us.

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