

Morgan Stanley

GLOBAL SPORTS & ENTERTAINMENT

Global Sports & Entertainment



A photograph of a musician playing a guitar on stage. The musician is wearing a blue shirt and is partially visible on the left side of the frame. A microphone on a stand is in the foreground, slightly out of focus. The background is a dark stage with some blue lighting. The text is overlaid on the right side of the image.

Our story begins with you. You've reached the highest levels of the hardest professions. Every time you step on to the field, the stage or the court, you are stepping into the spotlight. You have opportunities other people will never have, and challenges most people will never experience.

We understand the world you live in, and we have the deep experience and world-class resources needed to help you navigate successfully through it. We want to be part of your team, helping you address your everyday challenges and create the future you envision.

Let's work together.

A photograph of three football players in profile, looking towards the left. They are wearing dark jerseys with white stripes on the sleeves. The background is a blurred stadium with bright lights, creating a hazy, atmospheric effect. The text "Player, Performer, Creator" is overlaid on the left side of the image.

Player,
Performer,
Creator



You have the vision, the genes and the genius, the talent and the tenacity to succeed at the highest levels.

We have what it takes to build on your success — the people, the products and the planning tools to help you achieve **financial independence**.



Create the basis for long-term prosperity during your peak earning years



Take care of your family without compromising your financial security



Make the difference you want to see in the world



Extend your brand or expand your footprint



Understand how to navigate the world as a person of serious intent and financial means



Understand, Advise, Deliver...Succeed

Your distinct needs inspired the creation of Global Sports & Entertainment. You needed a resource as big, as specialized and as energized as your life.

So, we built a division that is dedicated to understanding your distinctive career, business and financial profile, so we can help you address every aspect of your unique financial life:

- Creating plans to help preserve, grow or transfer wealth per your objectives
- Developing a sustainable budget and clear financial goals
- Analyzing unique investment and business opportunities



Whatever you are
trying to accomplish,
on a personal or global
scale, we want to be a
part of that conversation.

Concentrated
Experience in
Capable Hands



Every profession has its own characteristics, its own earnings profile and variable career span. Our Financial Advisors are Global Sports and Entertainment Directors, chosen for their advanced experience working within very specific fields, including yours. They understand your industry and how money flows from work to wallet. They can help you craft innovative financial strategies that account for the unique challenges and dynamics of your career.

Global Sports and Entertainment Directors are qualified to address the needs of:

**Film, Television,
Online and Theater**



Actors
Models
TV Personalities
News Anchors
Directors
Influencers
Writers
Producers

Music



Musicians
Songwriters
Producers
Composers
Managers
Executives

Sports



Athletes
Coaches
Owners
eSports
Personalities
Executives

Creators



Artists
Authors
Digital
Personalities

Embrace the
Power of Team



You understand the power of having a strong team behind you... people who have supported you, encouraged you and watched your back. We respect the role they play and understand how to work productively and harmoniously with your agent, business manager and other trusted advisors.

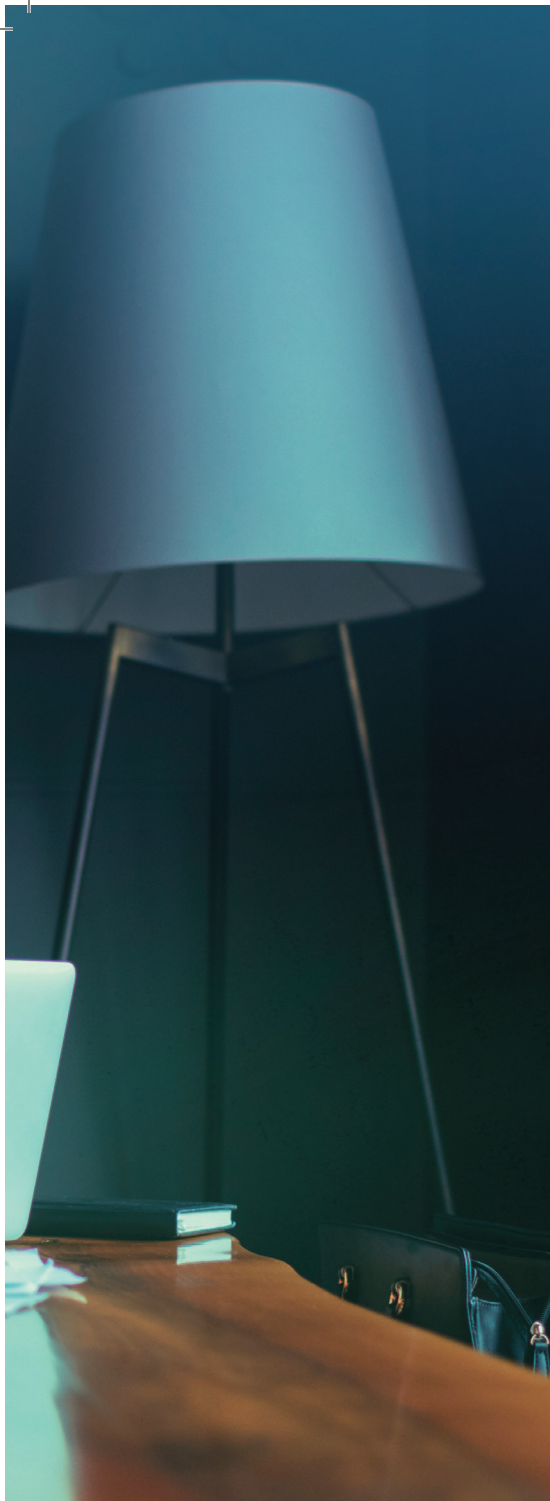


We believe that a cohesive and connected team is best suited to help high achievers make smart choices about how they save, spend, invest, borrow, protect and give.



The Strength of the Firm





Wealth is what we do. Under the lights or behind the scenes, successful people in the sports and entertainment world can turn to us for basic plans or sophisticated strategies. We deliver the full power of the firm to help you reach your most aspirational goals:



Monetizing
your royalties,
residuals and other
intellectual property



Borrowing against
a contract, future
ticket sales or
tour revenues



Buying a team,
starting a label
or spinning off
a division



Making it easy
to involve your
fans in your
philanthropy

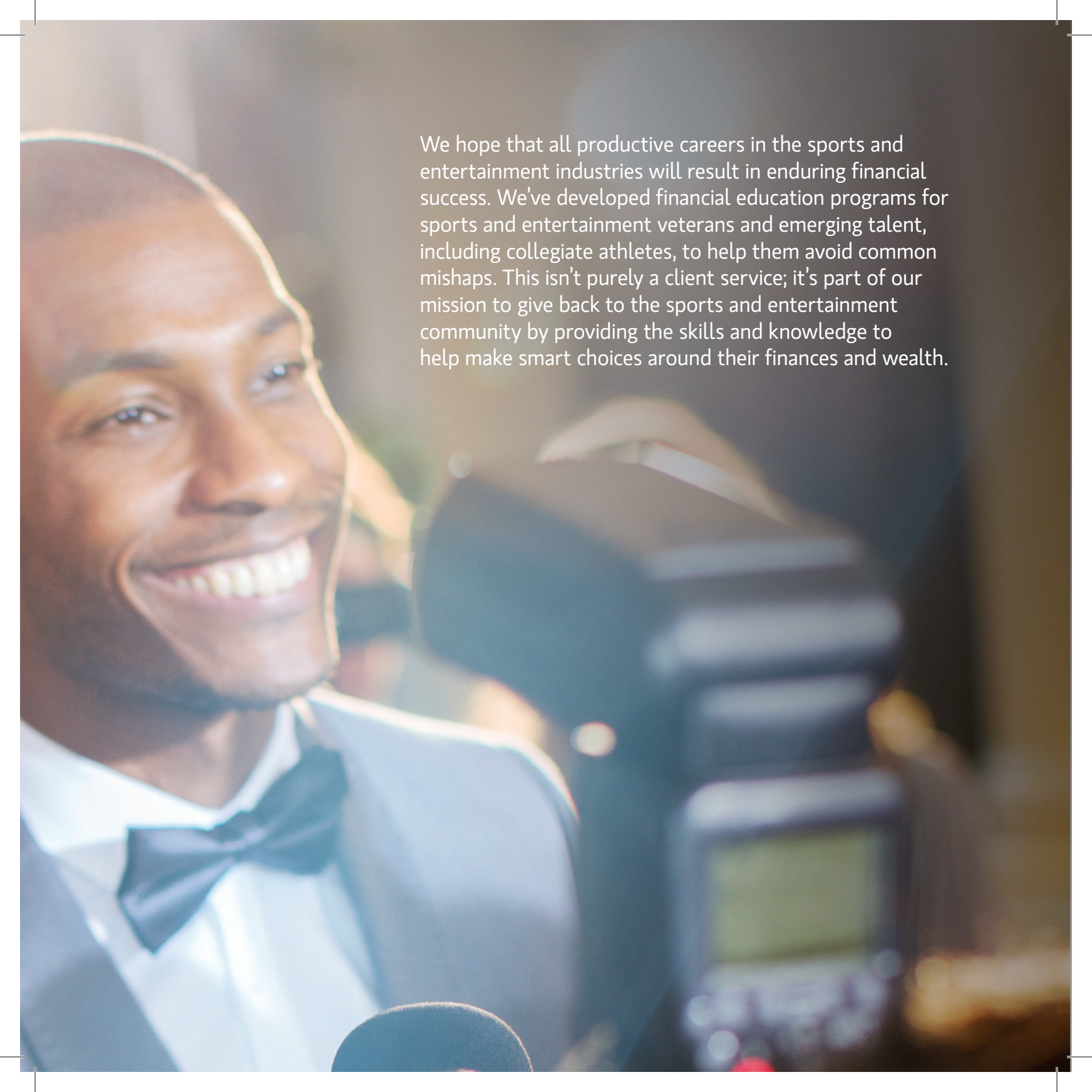
For over 80 years, Morgan Stanley has worked with individuals, institutions, corporations and governments to bring visionary ideas to life and enable positive change in the world.

What can we help you create?

Some of these services may be offered through affiliates of MSSB

A close-up photograph of a woman with dark, curly hair, smiling warmly. She is wearing a bright yellow top. To her right, the back of a man's head and shoulder in a dark suit are visible. The background is softly blurred with warm, golden light, suggesting an indoor event or gathering.

We're Changing
the Narrative

A close-up, low-angle shot of a smiling Black man in a tuxedo and bow tie. He is looking slightly off-camera to the right. In the foreground, a microphone is partially visible. The background is blurred, showing what appears to be a camera and other equipment, suggesting a media or event setting.

We hope that all productive careers in the sports and entertainment industries will result in enduring financial success. We've developed financial education programs for sports and entertainment veterans and emerging talent, including collegiate athletes, to help them avoid common mishaps. This isn't purely a client service; it's part of our mission to give back to the sports and entertainment community by providing the skills and knowledge to help make smart choices around their finances and wealth.

Why Choose Morgan Stanley Global Sports & Entertainment?

- 1 Dedicated sports and entertainment wealth management division backed by a global financial leader
- 2 Experienced Financial Advisors who understand your unique financial challenges
- 3 Comprehensive wealth management plans crafted client by client







OUR CORE VALUES

Do the Right Thing

Put Clients First

Lead with Exceptional Ideas

Commit to Diversity and Inclusion

Give Back



To learn more about how Morgan Stanley Global Sports & Entertainment can help you address your unique challenges and fulfill your greater ambitions, please visit us at www.morganstanley.com/gse.

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Morgan Stanley Global Sports & Entertainment is a highly specialized wealth management division, dedicated to serving the unique and complex needs of athletes, entertainers, creators and top professionals in the sports and entertainment industry.

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