



# ROCNATION

A Full Service Agency.

*November 3, 2018*

# Agenda.

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1. Who We Are.
2. What We Do.
3. Roc Nation Points of Differentiation.
4. Our Clients.
5. Our Brand Strategy.
6. Post-Career Development.

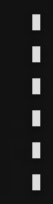
*Todd Gurley - LA Rams 2*

# ROCNATION

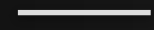
Roc Nation is a premier global entertainment and sports organization representing the world's most influential artists and athletes with a proven track record of **breaking boundaries, moving culture, and reaching the world's most influential demographics.**



# *Pillars of our Culture:*



*DIVERSITY*



*AUTHENTICITY*



*DISRUPTIVENESS*



*ENTREPRENEURSHIP*



*RESPONSIVENESS*



*PHILANTHROPIC*



*FAMILY*



# Roc Nation Verticals.



**MUSIC LABEL**  
J. Cole



**ARTIST MANAGEMENT**  
Rihanna



**TOURS**  
JAY-Z and Beyoncé



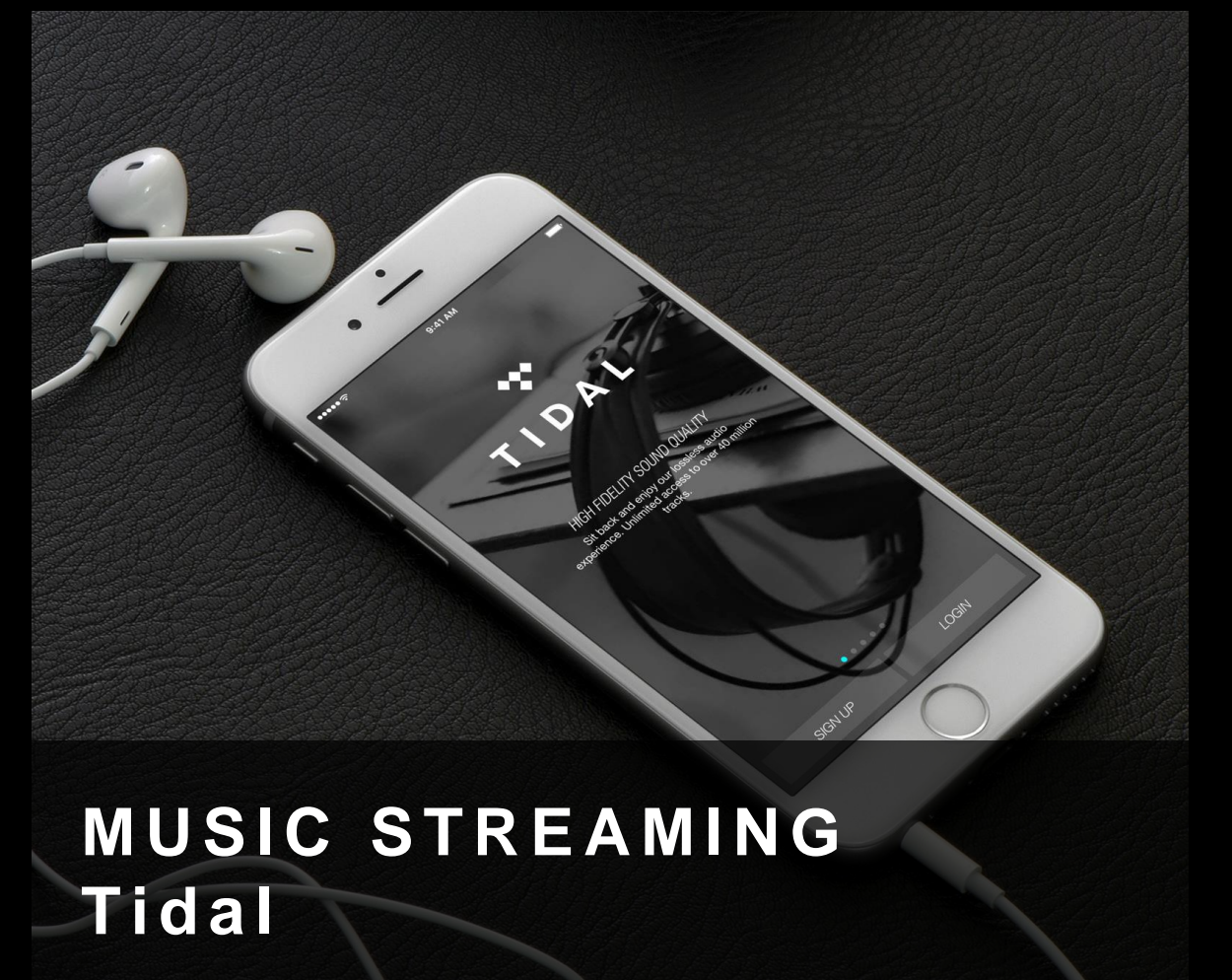
**SPORTS**  
CC Sabathia



**BOXING**  
Zhang Zhilei



**CONSULTING**



**MUSIC STREAMING**  
Tidal

# Roc Nation Capabilities.



# Our Post-Career Focus.

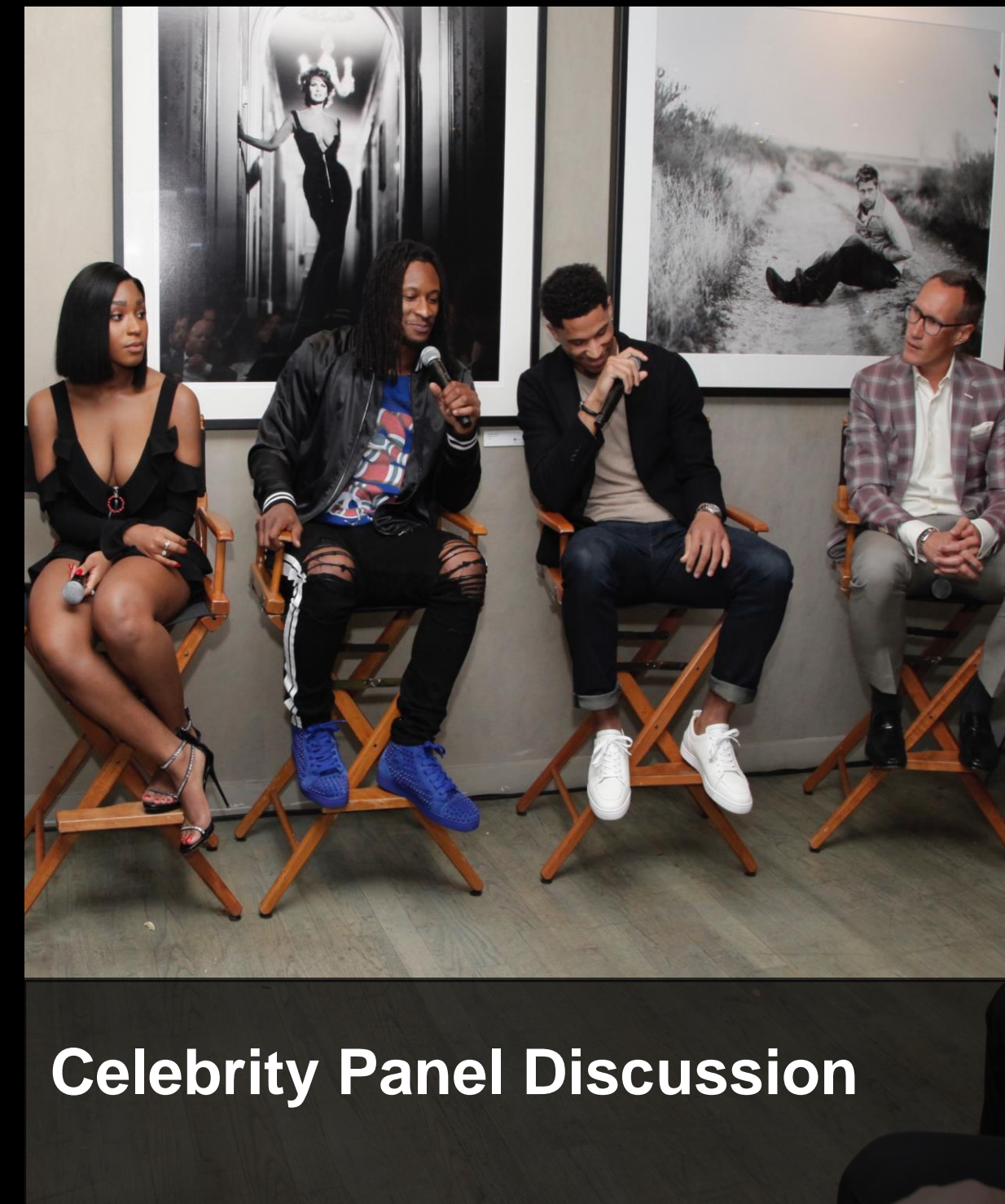
Post-career development is defined as creating meaningful opportunities for our clients that develop a foundation for sustained success after their professional careers are over.



**CEO Connect**



**Industry Networking**



**Celebrity Panel Discussion**



**CEO Relationship Development**

# The Roc Nation Difference.

1. BEST IN CLASS/POWERFUL BRAND

2. PREPARATION

3. FULL SERVICE

4. SUBJECT MATTER EXPERTS

5. GLOBAL APPROACH

6. FAMILY ENVIRONMENT

“When two special cloth brands [like ours] come together, history gets made.” - DJ Khaled



“Roc Nation has had my back from day 1. They deliver on and off the field and provide the family environment I need in my representation.” - Todd Gurley

## ROC NATION GLOBAL OFFICES

NEW YORK

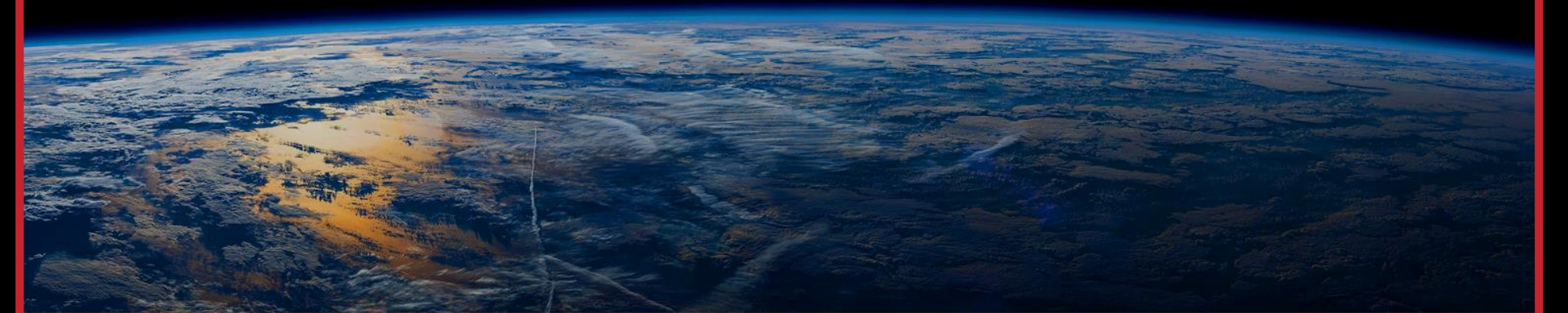
NASHVILLE

LOS ANGELES

LONDON

MUNICH

SHANGHAI



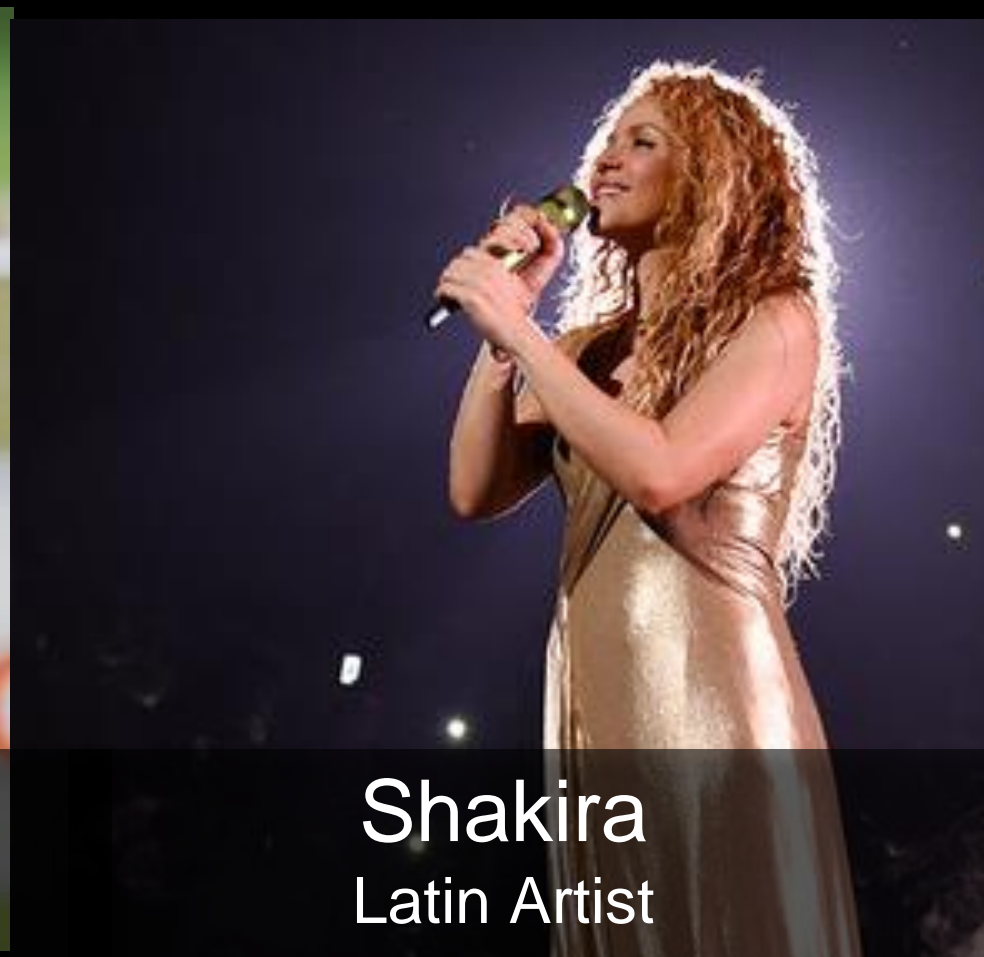


# Roc Nation Artists and Athletes.

Roc Nation is home to a diverse and dynamic roster of some of the biggest global personalities. Our artists and athletes span nearly every musical genre and multiple leagues around the world.



Jerome Boateng  
Bayern Munich



Shakira  
Latin Artist



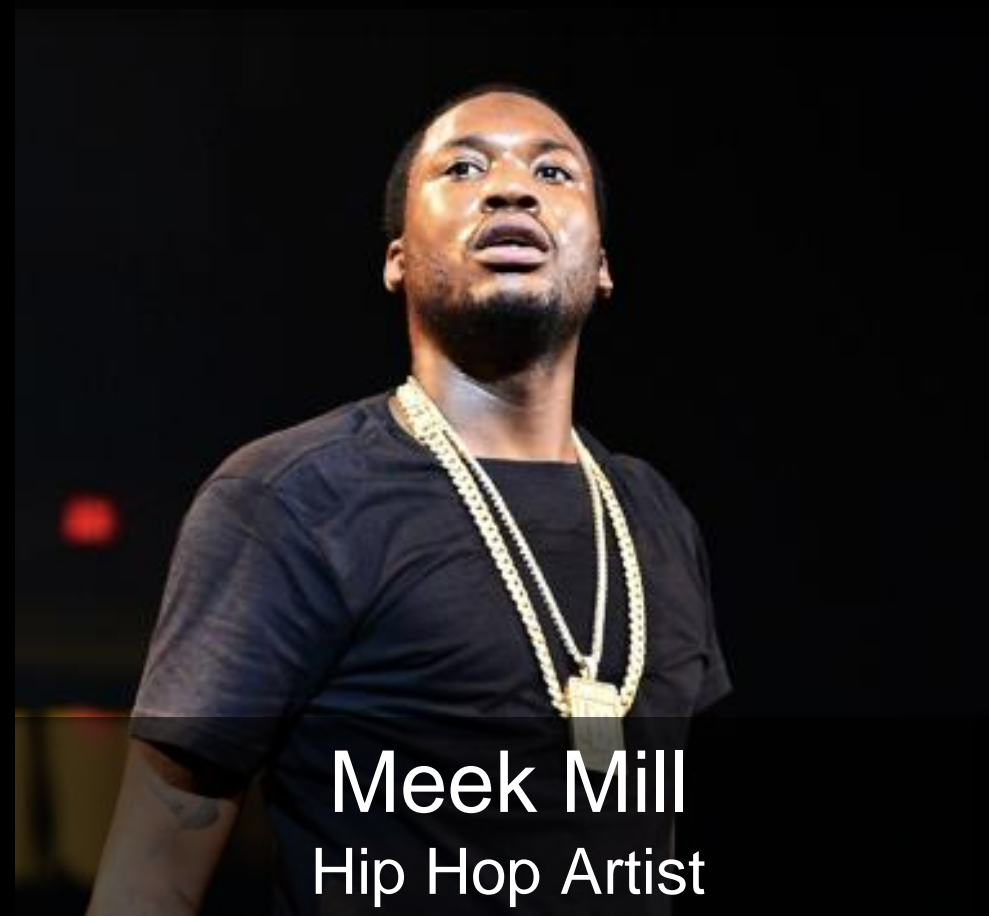
Kevin Durant  
Golden State Warriors



J. Cole  
Hip Hop Artist



Leonard Fournette  
Jacksonville Jaguars



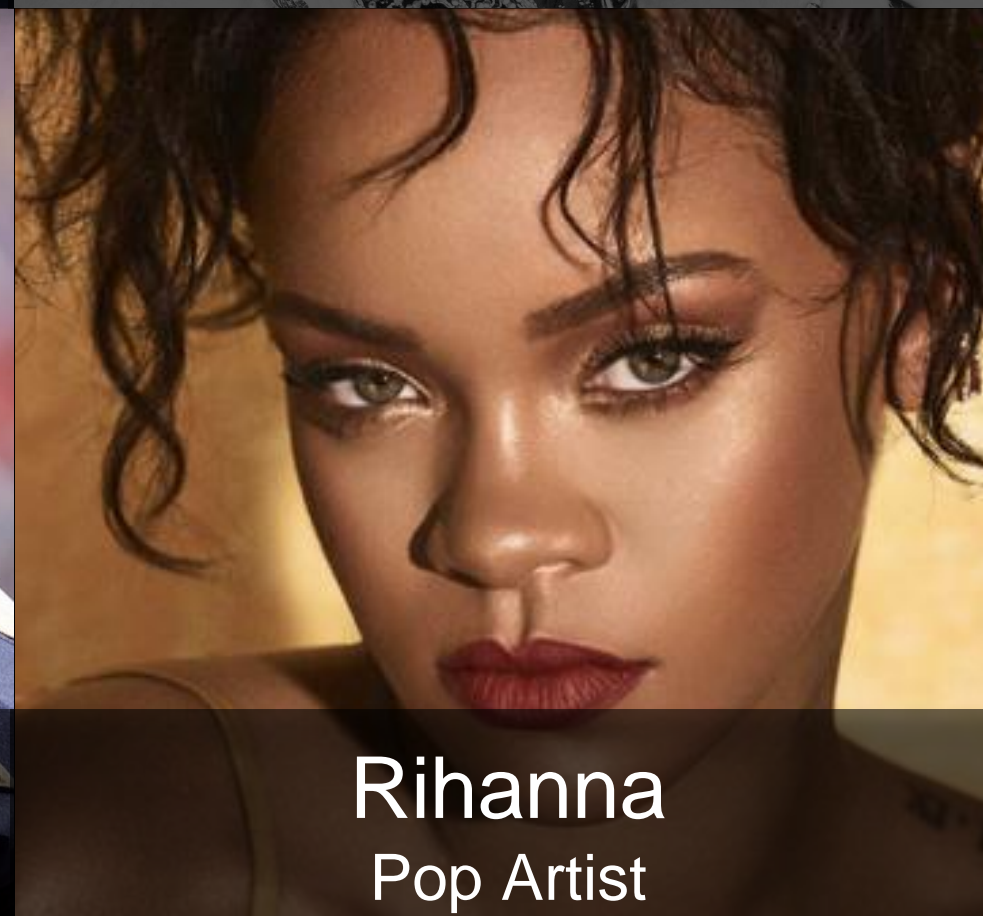
Meek Mill  
Hip Hop Artist



Romelu Lukaku  
Manchester United



Todd Gurley  
LA Rams



Rihanna  
Pop Artist

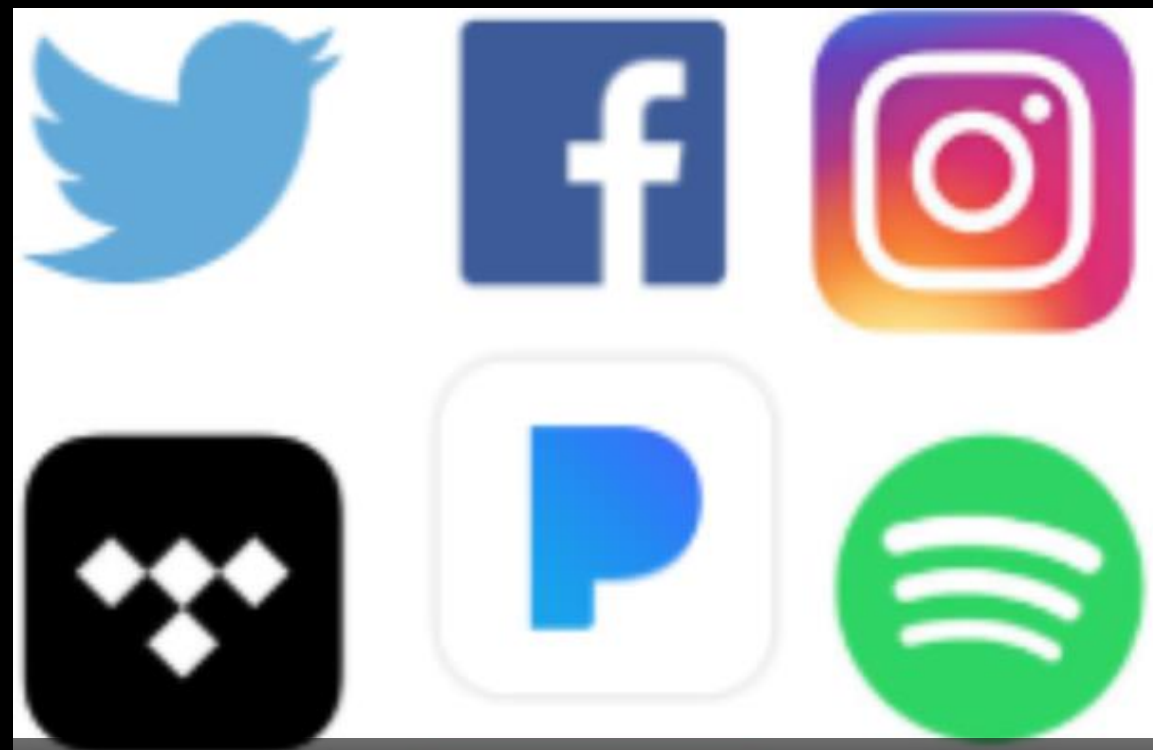


Saquon Barkley  
NY Giants




# Roc Nation 2018 Highlights.

From the highest grossing global tour with OTR II to our expansion in the international football space, Roc Nation continues to push boundaries and hit new milestones each year.



+1B Followers  
across all social channels




Expansion of our artist  
management roster



Growth of our artists' personal  
brands and portfolios



Expansion of our international  
football division



OTR II - highest grossing tour  
in the world




Chart-topping album  
releases



2nd Overall Pick in  
the NFL Draft



Expansion of international  
consulting division

# Roc Nation's Brand Strategy.



# Six-Step Brand Building Strategy.

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1. Public Relations
2. Events & Appearances
3. Digital Marketing
4. Sports Marketing
5. Philanthropy
6. CEO Connect



# Preparing for Post-Career Success.

# Preparing for Post-Career Success.

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1. Build Your Brand.
2. Identify Career Goals.
  - Short-Term, Mid-Term, and Long-Term.
3. Begin to Network.
  - Meet with industry leaders that can help achieve specific career objectives.
4. Leverage That Network.
  - Build out your A-Team.

# Romelu Lukaku.

## *Post-Career Preparation Case Study*

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### **1. Brand Building**

Roc Nation initially helped Romelu create a brand building strategy ahead of his World Cup performance in summer 2018.

### **2. Identify Career Goals.**

Romelu provided Roc Nation with his career goals for both on and off the pitch, which included surrounding himself with a first class business team comprised of subject matter experts.

### **3. Networking.**

Roc Nation leveraged its contacts to provide Romelu with networking opportunities alongside global business leaders.

### **4. Leveraging That Network.**

Through Romelu's networking, he has now surrounded himself with a business team that will help him achieve all of his goals and objectives.



# Questions?

1. What advice do you give your clients on selecting a financial advisor/attorney/accountant?
2. What do you believe makes for a qualified financial advisor?
3. What do you believe makes for a qualified legal advisor?
4. At what point in a client's career would you recommend seeking advanced financial and legal advisement?
5. Can you give a particular client example of how your branding expertise coupled with the right business advisors helped pave the way for a successful post-career life?



Kevin Durant - Golden State Warriors 17



—  
**THANK  
YOU.**  
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**ROC**NATION