

For Immediate Release
September 28, 2023

FENWAY SPORTS GROUP ANNOUNCES STRATEGIC MINORITY INVESTMENT IN LIVERPOOL F.C. FROM DYNASTY EQUITY

BOSTON, MA, and NEW YORK, NY – Fenway Sports Group (FSG), a global sports, marketing, media, entertainment, and real estate company, today announced that Dynasty Equity (“Dynasty”) has completed a strategic common equity minority investment in Liverpool F.C.

Co-founded and led by Jonathan M. Nelson and K. Don Cornwell, Dynasty Equity is a global sports investment firm focused on acquiring minority interests in sports franchises and other related assets and rights.

“Our long-term commitment to Liverpool remains as strong as ever,” said FSG President Mike Gordon. “We have always said that if there is an investment partner that is right for Liverpool then we would pursue the opportunity to help ensure the club’s long-term financial resiliency and future growth. We look forward to building upon the longstanding relationship with Dynasty to further strengthen the club’s financial position and sustain our ambitions for continued success on and off the pitch.”

The minority investment will primarily be used to pay down bank debt incurred during the global pandemic and capital expenses made to enhance Anfield Stadium, build the AXA Training Center, repurchase Melwood training ground and, most recently, acquisitions during the summer transfer window. Longer term, the partnership between Dynasty and FSG will also explore further growth opportunities for Liverpool F.C.

“We are honored to partner with FSG and support the remarkable legacy of Liverpool in a strategic partnership that builds upon mutual respect and deep relationships among our respective teams,” said Dynasty Executive Chairman, Jonathan M. Nelson.

Dynasty’s Chief Executive Officer, K. Don Cornwell, added, “Liverpool is one of the most iconic football clubs in the world with a passionate fanbase and significant global reach. Dynasty is privileged to support the Club and work alongside FSG to execute on the tremendous growth opportunities ahead.”

Morgan Stanley and Goldman Sachs served as financial advisors to FSG on the transaction.

About Fenway Sports Group

Fenway Sports Group (FSG) is a global sports, marketing, media, entertainment, and real estate company anchored by three iconic clubs: the Boston Red Sox, Liverpool Football Club, and the Pittsburgh Penguins. FSG’s portfolio includes two of the world’s most historic venues, Fenway Park and Anfield Stadium, NASCAR’s RFK Racing, the tech-forward golf team TGL Boston, regional sports networks NESN and SportsNet Pittsburgh, integrated sponsorship sales firm

Fenway Sports Management (FSM), and Fenway Sports Group Real Estate (FSGRE). For more information, visit www.fenwaysportsgroup.com.

About Dynasty Equity

Dynasty Equity is a diverse-owned global sports investment firm, co-founded and led by Jonathan M. Nelson and K. Don Cornwell. Dynasty is focused on acquiring minority interests in sports franchises and other related assets and rights, and seeks to invest in resilient, compelling, and differentiated opportunities. Dynasty’s founders have deep expertise in sector specific private equity and long histories in the sports business, which includes collaborating with sports leagues, franchises, and ecosystem partners. Integral to Dynasty’s investment approach is a deep commitment to enduring partnerships. For more information, visit www.DynastyEquity.com or follow the firm on [LinkedIn](#).

About Liverpool F.C.

Founded in 1892, Liverpool FC is one of the world’s most historic and famous football clubs, having won 19 League Titles, including the Premier League, eight FA Cups, nine League Cups, six European Cups, three UEFA Cups, four European Super Cups, 16 Charity Shields, two Women’s Super League titles and one Women’s Championship. As a socially responsible Club, Liverpool FC is proud of the work it does via the award-winning The Red Way, its ongoing commitment to creating a better future for its people, its planet and its communities. This includes efforts to improve club-wide sustainability, enhance Equality, Diversity & Inclusion in all areas, and create life changing opportunities for children and young people in Merseyside and beyond thanks to its official charity, LFC Foundation.

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