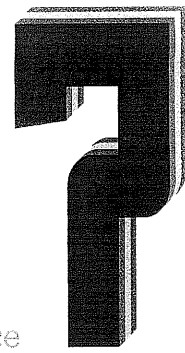




Finance

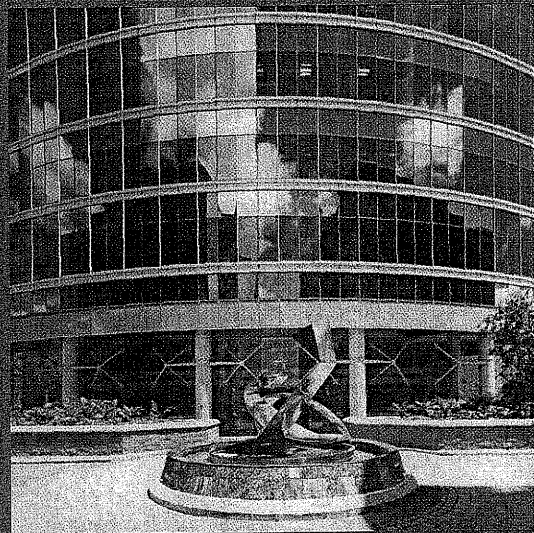
- 7.1 EXPENDITURE
- 7.2 REVENUE
- 7.3 FINAL ACCOUNT
- 7.4 BUDGET



SAFA has developed a sophisticated financial model to facilitate a clear, credible and accurate understanding of the business imperatives involved in staging the 2010 FIFA World Cup™.

This model, created in accordance with the highest international standards, is inherently flexible and can be easily configured to reflect the impact of changing economic conditions in various scenarios through to 2010.

SAFA's commitment is to meet all FIFA requirements, and this model will enable SAFA to track the financial impact on an ongoing basis and also to provide a detailed, up-to-date financial budget analysis, in a standardised format, at any given moment between the bidding phase and the opening match.



7.1

EXPENDITURE

a) Renovation and Reconstruction of Stadiums

Detailed plans for the renovation and reconstruction of Stadiums are provided in Section 10 of this document, and these have been meticulously costed to provide an accurate budget value, displayed in the Budget contained in Annex A.

b) Telecommunications Network

The costs of constructing an integrated computer network, providing interconnections between the LOC administration headquarters, the International Broadcast Centre, various media centres, offering broadband Internet access throughout, has been calculated on the basis that all FIFA's stipulated requirements in this area will be met.

c) Media Requirements

SAFA has undertaken to meet each and every media requirement, identified by FIFA, and this budget line includes the costs of installing the Main Media Centre,

incorporating both the IBC and MPC, at NASREC, south west of Johannesburg, and of creating media centres at match venues, training grounds and also within the team hotels.

d) Domestic Transport

The Transport Plan for the 2010 FIFA World Cup™ in South Africa incorporates every means of transport from luggage vans to private jets. The transport model is detailed in Section 13 of this document, and has been costed accordingly.

e) FIFA Headquarters / Executive Offices

The FIFA headquarters will be established at the Sandton Convention Centre, as outlined in Section 18 of this document, and has been costed accordingly.

f) Doping Tests

This budget line has been based on the costs of meeting, and in some cases exceeding, FIFA requirements in this important area.

g) Provision of Necessary Infrastructure

SAFA has undertaken a detailed analysis of the national infrastructure, and how it may need to be adapted to meet the stipulated requirements of the 2010 FIFA World Cup™. In terms of commercial infrastructure, this has been calculated on the premise of designating six local suppliers.

h) IT Solution

The IT solution for the 2010 FIFA World Cup™ in South Africa is detailed in Section 16 of this document, and has been costed accordingly.

i) Other Expenditure as Regulated by the Organising Association Agreement

Additional items include the costs of measures:

- ◆ to provide for safety and security;
- ◆ to stage all official events;
- ◆ to provide accommodation for the FIFA football family and competing teams;
- ◆ to establish support services (including uniforms, food services, medical services, human resources, training and language services);
- ◆ to fund advertising and marketing campaigns.

7.2 REVENUE

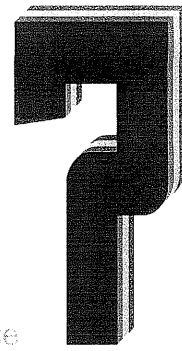
a) Ticket Sales

Full details of the proposed SAFA ticketing policy are outlined in Section 15 of this document, and any final decisions regarding the exploitation of ticketing rights is subject to approval by FIFA.

Projected revenue from ticket sales is
USD 467,459,448 (CHF 1,222,871,213)

This figure is based on the following assumptions:

- ◆ The tournament will feature 32 teams playing 64 matches;
- ◆ Thirteen stadiums will be used as match venues;
- ◆ Overall, 89% of available tickets will be sold; and
- ◆ Tickets will be sold in four separate categories.



b) Value in Kind

The assessed level of value in kind has been calculated in accordance with experience at recent FIFA World Cup tournaments.

c) Government Grants

SAFA has requested a total of USD 31.6 million (CHF 82.79 million) from central Government to meet costs of upgrading stadiums and facilities, and this request has met with an extremely positive response.

d) Local Authority Grants

Local authorities have indicated their willingness to commit a total sum in excess of USD 25.3 million (CHF 66.3 million) for the upgrading of roads and infrastructure specifically to ensure the smooth running of the 2010 FIFA World Cup™ in South Africa.

7.3 FINAL ACCOUNT

SAFA undertakes that, in the event of South Africa being chosen to stage the 2010 FIFA World Cup™, the Organising Association shall submit the final account to FIFA, for approval, within 60 days of the trophy being awarded to the winning team at the end of the tournament.

Furthermore, it is guaranteed that the Organising Association shall keep the financial statements complete, clear and accurate within the conformity of what are known as generally accepted accounting principles (GAAP).

7.4 BUDGET

	REVENUE USD	REVENUE CHF	EXPENDITURE USD	EXPENDITURE CHF
EXPENDITURE AS PER ATTACHED LIST OF EXPENDITURE			405,504,540	1,060,797,531
REVENUE				
Local suppliers	73,726,103	192,867,059		
Ticket sales	467,459,448	1,222,871,213		
Payment in kind	- 30,000,000	- 78,479,827		
	511,185,551	1,337,258,445	405,504,540	1,060,797,531
CONTINGENCY 10%			40,550,454	106,079,753
TOTAL CONTRIBUTION			65,130,557	170,381,161
	511,185,551	1,337,258,445	511,185,551	1,337,258,445

Ticket Pricing Structure		% Utilisation	Super Category		Category 1		Category 2		Category 3	
Matches			USD	CHF	USD	CHF	USD	CHF	USD	CHF
	Opening Match	98%	722	1,889	549	1,435	274	718	40	105
	Group Matches	80%	216	567	165	431	110	287	20	52
	Last 16 Matches	85%	325	850	247	646	192	502	40	105
	Quarter Finals	95%	433	1,134	329	861	219	574	50	131
	Semi Finals	98%	722	1,889	549	1,435	329	861	70	183
	3rd and 4th Play-Off	85%	325	850	247	646	192	502	50	131
	Final	98%	1,083	2,834	823	2,153	549	1,435	90	235

Private Suites

Premier

Commercial

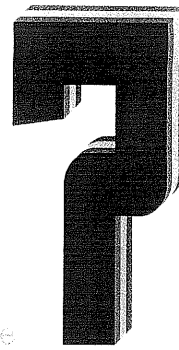
Economy

Premier class is close to the field, with a middle half view.

Behind the goal posts or elevated middle half view.

Elevated, corner view of the field.





Finance

	EXPENDITURE USD	EXPENDITURE CHF
1. ADMINISTRATION, ORGANISATIONAL EXPENSE FIFA general secretariat, insurance, accreditation, finance, international, legal, operating and interest expenses	47,983,405	125,524,311
2. SAFETY AND SECURITY	36,274,183	94,893,054
3. STADIUM AND OTHER INFRASTRUCTURE Stadium upgrades, stadium rental, venue management, venue theming/banners, FIFA headquarters	158,453,174	414,512,587
4. MEDIA ORGANISATION AND SUPPORT MMC, government and public relations	51,037,772	133,514,517
5. TRANSPORT	13,470,373	35,238,419
6. TICKETING	8,557,494	22,386,355
7. IT SOLUTION	8,324,999	21,778,150
8. OFFICIAL EVENTS Opening & closing ceremonies, draws, congresses, banquets, conferences, workshops	31,926,036	83,518,325
9. ACCOMMODATION FIFA delegation, officials, teams	9,596,986	25,105,659
10. ADVERTISING AND MARKETING	13,165,376	34,440,546
11. SUPPORT SERVICES Uniforms, food services, medical services, human resources, training, language services	26,714,741	69,885,608
TOTAL EXPENDITURE	405,504,540	1,060,797,531

Status July 2003

Revenue from Ticket Sales
based on 13 Stadiums

Matches	No. of matches	No. of Stadiums	No. of tickets sold	Total revenue	
				USD	CHF
Opening Matches	1	1	92,806	29,193,129	76,369,056
Group Matches	47	13	1,806,080	209,185,710	547,228,608
Last 16 Matches	8	8	365,670	68,685,685	179,681,354
Quarter Finals	4	4	250,990	57,429,791	150,236,001
Semi Finals	2	2	117,600	44,038,583	115,204,680
3rd and 4th Play-Off	1	1	42,075	7,784,221	20,363,478
Final	1	1	92,806	51,142,329	133,788,037
	64	2,768,027	467,459,448	1,222,871,213	