

CHAMPIONS HOCKEY LEAGUE FACTS & FIGURES

as per 2.5.2022

THE BRAND

THE VISION | To be Europe's greatest Hockey Competition.

THE MISSION | Give fans the most exciting hockey experience, give its stars the greatest platform on which to perform.

ESSENCE | Where Europe crowns its Champions.

PROPOSITION | Champions go beyond.

BRAND VALUES | European | Brave | Human | United | Unconventional

#CHAMPIONSGOBEYOND

CHL HISTORY IN A NUTSHELL

- Launched in 2014/15
- 7 successfully completed seasons
- 973 games played as per end of 7th season
- 100 clubs involved
- 14 leagues & 20 countries involved
- 4 different champions from 2 countries to date
 - 2015 Luleå Hockey (SWE)
 - 2016, 2017, 2019 & 2020 Frölunda Gothenburg (SWE)
 - 2018 JYP Jyväskylä (FIN)
 - 2022 Rögle Ängelholm (SWE)
- 15 draws held

BENEFITS FOR CLUBS

- International prestige, opportunity to compete against the best and win an international trophy
- Exposure for players and coaches
- Enhanced exposure for clubs thanks to increased media coverage on a pan-European & global basis
- Opportunity to build the club brand outside of the domestic market
- Income opportunities thanks to prize money and additional home gate revenue

THE COMPETITION FORMAT

- 32 teams from 13 leagues
- Teams can only qualify on sporting merits
- No shareholder club shall automatically be granted playing rights
- A maximum of 5 teams per country
- The CHL Champions are automatically qualified for the next CHL season. However, this will not grant one extra place for the national league of the CHL winners.

The current format is based on clear and measurable qualification criteria and was successfully launched from the 2017/18 season. Teams have to be champions or in the top places of their domestic league to earn a place in the CHL. This format makes not only the Champions Hockey League, but also national leagues, more appealing. The “race to qualify” climaxes at the end of regular seasons and in the playoffs, delivering extra excitement to the fans, media and European club ice hockey.

PARTICIPATING LEAGUES

The 2022/23 season will run with the following participating leagues:

- **Shareholder Leagues:** Austria (includes Hungary), Czech Republic, Finland, Germany, Sweden and Switzerland.
- **Challenger Leagues & Wild Cards:** Denmark, France, Norway, Poland, Slovakia, Slovenia, United Kingdom and the IIHF Continental Cup

The awarding of wild cards for the champions of challenger leagues and/or other deserving clubs is subject of formal approval by the CHL board every season.



QUALIFICATION SYSTEM

As previously pointed out, teams must earn their place in the CHL on the ice. Teams must reach one of the following criteria in order to become a CHL contestant:














1. CHL champions
2. National league champions
3. Regular season winners
4. Regular season runners-up
5. Regular season third-placed team
6. Regular season fourth-placed team
7. Regular season fifth-placed team

The United Kingdom is an exception as the EIHL, in line with their tradition, determines their national champions following the regular season (not in the playoffs).

Allocation of places per national league

The number of places per national league is allocated with the help of the CHL league ranking. This tool calculates the performance of teams in every CHL season and the better the teams perform, the more spots a league can achieve. However, the six shareholder leagues remain ranked 1-6 while all challenger leagues follow in accordance.

As cancelled games because of Covid-19 and isolated groups due the Final Olympic Qualification Tournament had an impact on the 2021/22 CHL league ranking, the CHL Board decided to allocate the places for 2022/23 based on the CHL league ranking at the end of the 2019/20 season, which looks as follows:

| POS | LEAGUE | TYPE | PTS 19/20 100% | PTS 18/19 75% | PTS 17/18 50% | PTS 16/17 25% | TOTAL POINTS * ↓ |
|-----|--|------|----------------|---------------|---------------|---------------|------------------|
| 1 |  Sweden | F | 100 (100) | 100 (75) | 100 (50) | 95 (24) | 249 |
| 2 |  Switzerland | F | 90 (90) | 95 (71) | 80 (40) | 100 (25) | 226 |
| 3 |  Germany | F | 95 (95) | 80 (60) | 85 (43) | 75 (19) | 217 |
| 4 |  Finland | F | 80 (80) | 85 (64) | 90 (45) | 90 (23) | 212 |
| 5 |  Czech Republic | F | 85 (85) | 75 (56) | 95 (48) | 85 (21) | 210 |
| 6 |  Austria (EBEL) | F | 70 (70) | 90 (68) | 75 (38) | 65 (16) | 192 |
| 7 |  Belarus | | 75 (75) | 60 (45) | 70 (35) | 80 (20) | 175 |
| 8 |  United Kingdom | | 70 (70) | 40 (30) | 65 (33) | 60 (15) | 148 |
| 9 |  France | | 55 (55) | 70 (53) | 50 (25) | 45 (11) | 144 |
| 10 |  Slovakia | | 55 (55) | 55 (41) | 60 (30) | 70 (18) | 144 |
| 11 |  Norway | | 40 (40) | 70 (53) | 55 (28) | 50 (13) | 134 |
| 12 |  Poland | | 60 (60) | 50 (38) | 50 (25) | 40 (10) | 133 |
| 13 |  Denmark | | 55 (55) | 50 (38) | 50 (25) | 60 (15) | 133 |

Consequently, the shareholder leagues obtained for the 2022/23 season:

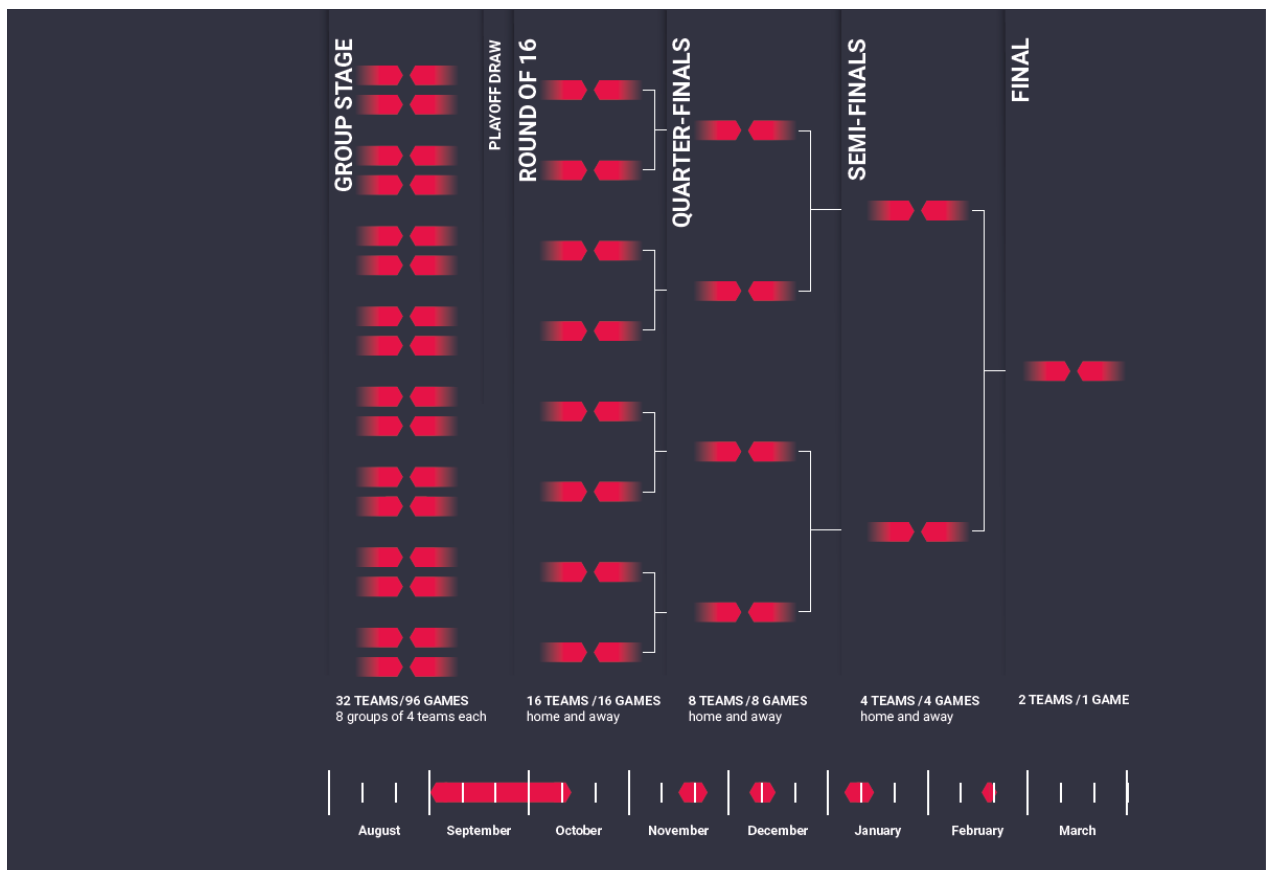
- 5 places: Sweden and Switzerland
- 4 places: Germany and Finland
- 3 places: Czech Republic and Austria (ICE)

The granted place to the 2022 champions, Rögle Ängelholm, is included in the 5 qualification places for Sweden.

PLAYING FORMAT

The 32 teams will be divided into eight groups of four and each team will play six games in the Group Stage – one home and one away against the three opposition teams in their group. The first- and second-placed teams in each group will directly advance to the Playoff Stage.

With the exception of the Final, all match-ups in the playoff stage will be two-game, home-and-away aggregate scoring series. A total of 125 games will be played over the course of 13 game days between September and February.



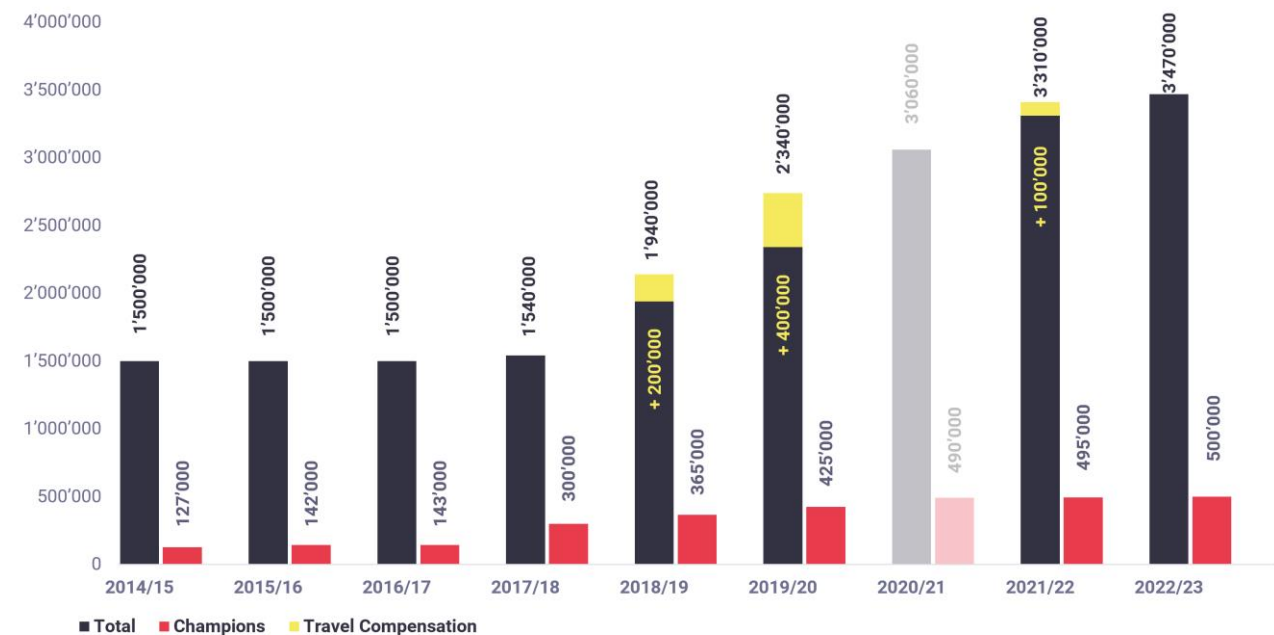
2022/23 CHL CALENDAR

- **Group Stage Draw:** 25 May 2022 (16:00 CEST)
- **Group Stage:** 1-4 September, 8-11 September, 4/5 October + 11/12 October 2022
- **Playoff Draw:** 14 October 2022 (time tba)
- **Round of 16:** 15/16 November + 22/23 November 2022
- **Quarter-Finals:** 6/7 December + 13 December 2022
- **Semi-Finals:** 10/11 January + 17/18 January 2023
- **Final:** 18 February 2023

FUTURE SECURED & INCREASE OF PRIZE MONEY

The CHL has signed an extended partnership with Infront, its exclusive media and marketing partner, until 2027/28. The agreement includes media rights sales, marketing of the event and commercial packages, overall venue management, digital services and management of the TV production.

The partnership not only allows the CHL to develop the product on a stable base, it also brings a significant increase of prize money: from a total of 1,4 mio. Euro in 2014/15 to 3,5 mio. Euro in 2022/23 at the end of the current contract term (prize money for the newest contract term 2023/24 to 2027/28 is tba).



Currency = Euros

Prize money is subject of approval by the CHL Board every season.

BROADCASTING

In 2022/23 Champions Hockey League games will be broadcasted by 21 broadcasters and digital platforms to 35 territories worldwide. Many long-term contracts are in place, however, the list is not final and can be extended at any time as Infront will continue to negotiate with potential media partners.

| Country | Broadcaster | Until |
|---|-------------------------------|----------------|
| Austria | ORF | 2022/23 |
| Bosnia and Herzegovina, Croatia, Macedonia, Montenegro, Serbia & Kosovo non-exclusive | Arenasport | 2022/23 |
| Brazil | ESPN | 2022/23 |
| Canada | TSN | 2022/23 |
| Chinese Taipei | <i>tbc</i> | |
| Czech Republic , Hungary & Slovakia | Sport 1/2 (AMC) | 2022/23 |
| Denmark | TV2 | 2022/23 |
| Estonia | ERR | 2022/23 |
| Finland | MTV3 | 2022/23 |
| France | <i>tbc</i> | |
| Germany | Sport1 | 2022/23 |
| Israel | Sport 1/2 (Charlton) | 2022/23 |
| Latvia | Best4Sport | 2022/23 |
| Lithuania | LRT (Free) | 2022/23 |
| | <i>tbc (Pay)</i> | |
| Norway | NENT (Viasat) | 2022/23 |
| Poland | Polsat | 2022/23 |
| Slovenia | Sport TV | 2022/23 |
| Sweden | SVT | 2022/23 |
| | <i>tbc</i> | |
| Switzerland | SRG | 2022/23 |
| | Blue (former Teleclub) | 2022/23 |
| United States, its territories and possessions | NHL Network | 2022/23 |
| UK & Ireland | FreeSports | 2022/23 |
| Ukraine | Xsport | 2023/24 |

(Shareholder Leagues in bold)

CHL IN THE DIGITAL WORLD

- www.championshockeyleague.com
- facebook.com/championshockeyleague
- instagram.com/championshockey
- twitter.com/championshockey
- youtube.com/championshockeyleague
- App: [iOS](#) | [Android](#)
- Hashtags: [#championsgobeyond](#) | [#CHLDraw](#) | [#CHLFinal](#) | [#CHLFanChallenge](#) | [#FansGoBeyond](#)
- Game related hashtags: e.g. [#MHKvsFHC](#)

THE STRUCTURE

The Champions Hockey League AG (CHL) is a company established in 2013 in Switzerland that holds all rights of the Champions Hockey League and organises the competition. CHL is an AG (Aktiengesellschaft = Ltd.) registered in Zug under Swiss Law. As such the CHL is owned by shareholders and governed by a board which is elected by the CHL General Meeting, the league's legislative body

The shareholding structure of the company is as follows ([link to online overview](#)):

- **26 Shareholder Clubs:** 63%
- **6 Shareholder Leagues:** 25%
- **IIHF:** 12%