

Quarterly Meeting

Meeting Notes and Actions

Everton Football Club and Everton FC Shareholders' Association

Location: Goodison Park

17 May 2013, 10am – 11:30am

Attendees:	Robert Elstone	CEO, Everton FC
	Grant Ingles	Finance Director, Everton FC
	Paul Tyrrell	Communications Director, Everton FC
	John Blain	Chairman, EFCSA
	Tom Hughes	Executive Committee Member, EFCSA
	Ian Seymour	Executive Committee Member, EFCSA

AGENDA

- | | |
|----------------------------------|--------|
| 1. Introductions | JohnB |
| 2. EFCSA EGM Update | JohnB |
| 3. Shareholders' Benefits Update | Ian |
| 4. Update on Team Manager | Robert |
| 5. The Club badge | Robert |
| 6. AOB | |

Introduction

This meeting part of a series scheduled for 2013 that will take place on a quarterly basis between Everton FC, represented by Chief Executive Robert Elstone and supported by selected colleagues. The Association is to be represented by the Chairman, John Blain, and representatives of the Shareholders' Association Executive Committee. For this meeting Mr Elstone was supported by Grant Ingles, the Everton FC Finance Director and Paul Tyrrell the Communications Director. John Blain attended with Executive Committee Members Tom Hughes and Ian Seymour.

Summary

The meeting took place in Mr Elstone's office at Goodison Park and was initially scheduled to last for 60 minutes but actually lasted around 90 minutes.

EFCSA Progress towards proposed EGM

John Blain provided a brief overview of the current status with regards to the Shareholders' Association progress towards the calling on a General Meeting. He explained that the club had been notified that the Association had the requisite mandate. Prior to the meeting the Honorary Secretary of the Association met with Mr Ingles and provided copies of all the requisition forms.

All in attendance accepted that the Club had 21 days to call the General Meeting and the meeting needed to be within 28 days of such an announcement. There was some debate as to when the 'clock starts' on the 21 days with the Club having legal advice that indicates this is when they have completed their validation of the mandate.

Mr Ingles noted that he would start to review the evidence on May 21st with Mr Elstone stating that the Club had no desire to frustrate the process. Subject to confirmation from the Club that the documentation is in order it's expected that the General Meeting will take place in early July.

Some debate took place about the requisition with Mr Elstone noting that lots of planning will be necessary and the timing would be influenced by the availability of the Directors. Mr Elstone confirmed that it is the intent of the Club for the meeting to take place in Liverpool and that Goodison Park was being considered. However it appears Goodison could be capacity constrained with a likely maximum (spread over two rooms) being of the order of 250-300 attendees. John Blain and Tom Hughes noted that it's likely that more than this number of Shareholders is likely to wish to attend the meeting, especially as one has not taken place for 5-years.

John Blain recommended that the Club seek to choose a venue that could accommodate, in a single room, all those Shareholders that wished to attend and that 250-300 would seem insufficient.

Some dialogue took place with regards to the 'show of hands' that will occur at the General Meeting with Mr Ingles saying that the Club would push for a more formal vote. John Blain noted that the requisition clearly states a show of hands and therefore one will take place.

The Association offered to provide what ever support the Club needed to ensure that the General Meeting was managed in an appropriate manner and was seen by both parties as a success. Mr Elstone welcomed this offer as did Mr Ingles in informal conversation after the meeting.

Shareholders' Benefits Update

Ian Seymour provided a brief overview of the views of the members of the Association with regards to Shareholder benefits, many of which are historical. Mr Elstone noted the position and proposed that the

Association liaise directly with Hollie Costigan (Marketing Services Manager) and Ian agree to represent the Association and noted that our main objective here is to have clarity as we receive multiple questions on this subject from both new and established Shareholders. Furthermore, going forward Ian Seymour requested that there be consistent communication to Shareholders and to other stakeholders, such as Everton employees and those of Club partners such as Kitbag.

Update on Team Manager

As might be expected Mr Elstone was unable to provide specific details about the timing of the appointment of the next Team Manager. He advised that the Board of Directors were scheduled to meet on May 20th and that that the matter was #1 on the agenda.

The Club Badge

Mr Elstone confirmed that the Club Crest would be updated with official announcements starting in the week commencing May 20th. Furthermore he expressed disappointment about how this had been 'leaked' with the source being the former employee of one of the Everton FC merchandise suppliers. The supplier in question, like all others, was under a strict NDA and the Club is considering further action.

Mr Tyrrell gave a high level overview of the process that was followed for the design and approval of the new crest. The Fans Forum has been actively involved in the process since October 2012 and provided feedback and comment to the In-House Design Team who created the crest. Mr Tyrrell explained that an extensive consultation process was done that included not only the Fans Forum but executives of Supporters Clubs, Brand Experts and Members of the Board.

The change has been initiated for a number of reasons as explained by Mr Elstone and Mr Tyrrell that included a need to make the crest easier to replicate consistently (for example on merchandise) and more readily recognisable across the media, notably on TV.

In summary Mr Elstone said that the crest looks great on the shirt and Mr Tyrrell said that the badge is consistent and respectful of the club heritage both in size and imagery. He felt that the majority of supporters will agree especially after they have seen the badge in the context of the crest evolution over the last 70-80 years in a forthcoming article that will appear on the official website.

The Association have reservations about the new Crest but as it has only seen the 'leaked' examples agreed it would reserve judgment until it had seen how it looks when officially launched by the Club.

AOB

Mr Elstone explained that the Club had been disappointed with the deterioration in the pitch at Goodison Park this season and that it had not stood up to our usual high standards. Consequently the pitch will be relayed at significant expense during the close season with same grass/nylon weave used at Wembley Stadium.

Mr Tyrrell explained that alongside the launch the new Club Crest in the week commencing May 20th will also be the announcement of this years Pre-Season Tour which he felt sure would be recognised by all as very exciting.

John Blain raised the matter of a Shareholder Forum that was being planned by the Association in liaison with Darren Griffiths for an event with Alan Stubbs and David Weir. This was being planned as a follow-up to the very successful Forum that was attended by Alan Irvine.

Darren recently advised us that " ... we would have to approve any Shareholders Association guest list for an event here at Goodison Park and reserve the right to reject any guests on that list we would deem unwelcome ..."
This was both a surprise and rather disappointing as such vetting had not occurred previously.

Mr Elstone explained that this was, as explained and documented in the previous meeting, consistent with the desire of the Club not to knowingly associate with members of the Blue Union.

Next Meeting and Actions

The next meeting is scheduled to take place at Goodison Park at 10am on August 16th 2013

Ian Seymour to liaise with Hollie Costigan with regards to Shareholder Benefits