

Our last 10 years

*The most successful decade
in LEN's history*

A recollection of where we started and what we have achieved

THE LAST 10 YEARS OF LEN ACTIVITIES

- ✓ Outstanding events in amazing locations
- ✓ Huge popularity of aquatics throughout the continent
- ✓ Financial stability and fast-growing contribution to the National Federations
- ✓ Massive increase in prize money for our athletes
- ✓ Pan-European education programme to safeguard our children
- ✓ European Aquatics have been constantly No. 1 on the global stage.

CHAMPIONSHIPS AND COMPETITIONS

- ✓ Secure host cities chosen years in advance ¹
- ✓ LEN events' market-value skyrocketed since 2012
- ✓ Championships returned to Europe's greatest cities. Just to name a few:

Berlin • London • Glasgow • Edinburgh • Budapest • Belgrade • Barcelona • Rome • Split • Herning • Netanya • Copenhagen • Kazan • Bucharest/Otopeni
- ✓ Competition environment upgraded, event presentation hit new highs
- ✓ Best conditions for the participants guaranteed

1. Since 2012, when Antwerp pulled out at the last minute, it only occurred once that a host city withdrew. After an ambitious bid presented by Portugal in 2018, Lisbon was awarded the 2021 European Short-Course Swimming Championships. However, after having been awarded the Event, the Portuguese Swimming Federation stepped back as it was unable to fulfil what it had signed up for. LEN was anyway able to secure a great host for the Event, Kazan (RUS)

LEN Events followed by hundreds of millions in the continent and worldwide

- ✓ TV broadcasts of our European Championships reached Olympic level
- ✓ Glasgow 2018: **+118% in viewers** vs. Berlin 2014
- ✓ Glasgow 2018: **1,522 hrs of coverage; 161 million viewing hrs globally**
- ✓ Olympic Year EC: London 2016 - 34.1m; Budapest 2020 - 33.8m
- ✓ ESCSC: Copenhagen 2017 - 8.81m; Glasgow 2019 - 12.37m;
Kazan 2021 - 9.03m + 2.7m digital reach (only web)
- ✓ EWPC: Barcelona 2018 - 22.8m; Budapest 2020 - 23.4m

LEN is the only Continental Federation which organises:

- ✓ A continental championship in swimming (l/c, s/c), diving and artistic swimming every year; in water polo and open water in even years
- ✓ Age-group championships in all disciplines yearly
- ✓ Water polo club competitions in each year
- ✓ Annual open water cup series
- ✓ Altogether **more than 3,300 athletes** compete at LEN events in a year
- ✓ LEN oversees **more than 800 water polo matches** annually
- ✓ All events, all matches are **streamed live** and watched by millions

●●● *See annex 1 for the detailed calendars!*

FINANCIAL GROWTH AND STABILITY

	<u>Back in 2012</u> <i>as at 31.12.2012</i>	<u>Last non-pandemic year in 2019</u> <i>as at 31.12.2019</i>	<u>2020</u> <i>as at 31.12.2020</i>
Cash at bank:	249,284 €	5,377,513 €	4,415,793 €
Financial result:	-660.479 € (loss)	+791,717 € (surplus)	+154,187 € (surplus)
Held-for-trading investment:	760,839 €	849,578 €	867,161 €

- ✓ Thanks to the responsible handling of the finances, LEN managed to achieve a surplus in each year of operation since 2013
- ✓ In three years, LEN managed to reach a financial stability which ensured that from 2015 it could start rewarding the National Federations and the Athletes for their participation and achievements

9,000,000 € SINCE 2015 FOR NFs AND ATHLETES

- ✓ First year in 2015 – total support: 493,200 €
- ✓ Last non-pandemic year in 2019 – total support: 1,050,226 €
- ✓ 2020: 1 mln € for the NFs as Covid-19 support
- ✓ 2021: 1,9 mln € for the NFs and athletes + 1 mln € for the NFs as Covid-19 support

Altogether: 9 million € since 2015

LEN will still have appr. 4 million € in reserves at the end of this year

LEN intends to allocate 1 million € for NFs development programmes in 2022

●●● ***See the Annex 2 for more details and country-by-country breakdown of all contributions***

- ✓ Athlete-friendly competition calendar in each season
- ✓ Best competition environment guaranteed at all LEN Events
- ✓ **LEN is the only continental body which organised all age-group championships in 2021 in each discipline**
- ✓ Constantly increasing prize-money at major LEN events
2015: 278,000 € – 2018: 784,000 € – 2021: 854,500 €
- ✓ Prize-money at the long-course Europeans for the first time in 2016
- ✓ Short-course European Championships now offer more than 300,000 €
- ✓ WP Champions League top 16 teams receive prize money for a total of 380K € whereas 10 years ago total prize money was only 45K € and paid only to the winner of the WP Champions League

LEN was constantly active during the last five years, notwithstanding the difficulties of last two years due to Covid

- ✓ 40 Bureau meetings
- ✓ 40 Committee meetings across all disciplines
- ✓ 20 Coaches Clinics and Seminars for Referees/Judges

Development programmes restarting for 2022

- ✓ Seminars for coaches, officials and the referees/judges education will return to its normal formats with increased numbers

LEARN-TO-SWIM TO SAFEGUARD OUR CHILDREN

- ✓ LEN launched its Pan-European programme Learn-to-Swim, Prevent Drowning in 2017
- ✓ In Europe alone 28,000 people die each year – one person drowns in every three minutes, with most of these being children aged 3-12 years
- ✓ **Learn-to-Swim project sets standards and basic guidelines to be applied in each country**
- ✓ The programme will curb the number of fatalities significantly
- ✓ In 2019, the Learn-to-Swim programme got a firm backing from the European Union and is set to receive EU funds in the coming years
- ✓ **Pilot-programmes are already running, and, once the pandemic permits it, LEN is ready to introduce an expanded development programme in 2022**

BE PROUD AND GET READY FOR A GREAT 2022

- ✓ We should be proud of all these great achievements
- ✓ European Aquatics have never been in such a great shape in all fields
- ✓ Europe holds its No. 1 position on the global stage at the Olympics and at the World Championships
- ✓ LEN's financial growth has reached unprecedented heights
- ✓ Federations and athletes received unequalled support since 2015
- ✓ 2022 is set to be another fantastic year: Rome and Split are getting ready to host the major championships
- ✓ Our junior championships will be held in brilliant venues
- ✓ Thanks for your support over the years – and we'll have much more to offer soon!



POWERED BY WATER

ANNEX 1 – IN DETAILS

LEN EVENTS AND DEVELOPMENT 2016-2021

Over the last 6 years (2016-2021), despite 2020 being a non-event year because of the Covid-19 pandemic, LEN has organised:

- more than 100 key LEN Events, across more than 50 cities, in more than 25 countries. These include more than 50 European Championships (senior and age-group)
- more than 40 Bureau Meetings in more than 10 different countries
- approximately 40 Technical Committee Meetings in more than 15 different countries
- Around 20 of a mix of Clinics, Seminars, Referee Schools across the various disciplines

LEN EVENTS AND DEVELOPMENT 2016-2021

<u>Year</u>	<u>Event</u>	<u>City</u>	<u>Country</u>
2016	• European Water Polo Championships	Belgrade	SRB
	• European Aquatics Championships	London	GBR
	• European OWS Championships	Hoorn	NED
	• European Masters Championships	London	GBR
	• European Masters Championships	Rijeka	CRO
	• Water Polo Final 6	Budapest	HUN
	• Water Polo Euro Cup Men (home/away)	Brescia	ITA
	• Water Polo Euro Cup Men (home/away)	Kazan	RUS
	• Water Polo LEN Trophy Final 4 Women	Mataro	ESP
	• Water Polo Euro League Final 4 Women	Sabadell	ESP
	• European Junior Swimming Championships	Hodmezovasarhely	HUN
	• European Junior Diving Championship	Rijeka	CRO
	• European Junior Artistic Swimming Championships	Rijeka	CRO
	• European Junior OWS Championships	Piombino	ITA
	• European U19 WP Championships Men	Alphen aan den Rijn	NED
	• European U19 WP Championships Women	The Hague	NED
	• OWS Cup	Eilat	ISR
	• OWS Cup	Copenhagen	DEN
• OWS Cup	Navia	ESP	
• LEN Congress	London	GBR	

LEN EVENTS AND DEVELOPMENT 2016-2021

<u>Year</u>	<u>Event</u>	<u>City</u>	<u>Country</u>
2017	• European Short Course Swimming Championships	Copenhagen	DEN
	• European Diving Championships	Kiev	UKR
	• European Artistic Swimming Cup	Cuneo	ITA
	• Water Polo Final 6 CL Men	Budapest	HUN
	• Water Polo Euro Cup Men (home/away)	Oradea	ROU
	• Water Polo Euro Cup Men (home/away)	Budapest	HUN
	• Water Polo LEN Trophy Final 4 Women	Budapest	HUN
	• Water Polo Euro League Final 4 Women	Kirishi	RUS
	• European Junior Swimming Championships	Netanya	ISR
	• European Junior Diving Championship	Bergen	NOR
	• European Junior Artistic Swimming Championships	Belgrade	SRB
	• European Junior OWS Championships	Marseille	FRA
	• European U17 WP Championships Men	Malta	MLT
	• European U17 WP Championships Women	Novi Sad	SRB
	• OWS Cup Leg 1	Eilat	ISR
	• OWS Cup Leg 2	Barcelona	ESP
	• OWS Cup Leg 3	Navia	ESP
	• OWS Cup Leg 4	Copenhagen	DEN
	• OWS Cup Leg 5	Bracciano	ITA
	• LEN Congress	Marseille	FRA

LEN EVENTS AND DEVELOPMENT 2016-2021

<u>Year</u>	<u>Event</u>	<u>City</u>	<u>Country</u>
2018	• European Aquatics Championships	Glasgow	GBR
	• European Diving Championships	Edinburgh	GBR
	• European Water Polo Championships	Barcelona	ESP
	• European Masters Championships	Kranj, Lubjana, Bled	SLO
	• Water Polo Final 8	Genova	ITA
	• Water Polo Euro Cup Men (home/away)	Verona	ITA
	• Water Polo Euro Cup Men (home/away)	Budapest	HUN
	• Water Polo Europa Cup Final Men	Rijeka	CRO
	• Water polo Europa Cup Final Women	Pontevedra	ESP
	• Water Polo LEN Trophy Final 4 Women	Mataro	ESP
	• Water Polo Euro League Final 4 Women	Kirishi	RUS
	• European Junior Swimming Championships	Helsinki	FIN
	• European Junior Diving Championship	Helsinki	FIN
	• European Junior Artistic Swimming Championships	Helsinki	FIN
	• European Junior OWS Championships	Malta	MLT
	• European U19 WP Championships Men	Minsk	BLR
	• European U19 WP Championships Women	Funchal	POR
	• OWS Cup Leg 1	Eilat	ISR
	• OWS Cup Leg 2	Gravelines	FRA
	• OWS Cup Leg 3	Barcelona	ESP
	• OWS Cup Leg 4	Navia	ESP
	• OWS Cup Leg 5	Copenhagen	DEN
	• OWS Cup Leg 6	Bled	SLO
• LEN Congress	Budapest	HUN	

LEN EVENTS AND DEVELOPMENT 2016-2021

<u>Year</u>	<u>Event</u>	<u>City</u>	<u>Country</u>
2019	• European Short Course Swimming Championships	Glasgow	GBR
	• European Diving Championships	Kiev	UKR
	• European Artistic Swimming Cup	St. Petersburg	RUS
	• Water Polo Final 8	Hannover	GER
	• Water Polo Euro Cup Men (home/away)	Marseille	FRA
	• Water Polo Euro Cup Men (home/away)	Herceg Novi	MNE
	• Water Polo LEN Trophy Final 4 Women	Kirishi	RUS
	• Water Polo Euro League Final 4 Women	Sabadell	ESP
	• European Junior Swimming Championships	Kazan	RUS
	• European Junior Diving Championship	Kazan	RUS
	• European Junior Artistic Swimming Championships	Prague	CZE
	• European Junior OWS Championships	Racice	CZE
	• European U15 WP Championships Men	Burgas	BUL
	• European U15 WP Championships Women	Kirishi	RUS
	• European U17 WP Championships Men	Tbilisi	GEO
	• European U17 WP Championships Women	Volos	GRE
	• OWS Cup Leg 1	Eilat	ISR
	• OWS Cup Leg 2	Brive	FRA
	• OWS Cup Leg 3	Barcelona	ESP
	• OWS Cup Leg 4	Ohrid	MKD
• OWS Cup Leg 5	Copenhagen	DEN	
• LEN Congress	St. Petersburg	RUS	

LEN EVENTS AND DEVELOPMENT 2016-2021

<u>Year</u>	<u>Event</u>	<u>City</u>	<u>Country</u>
2020	• European Water Polo Championships	Budapest	HUN

LEN EVENTS AND DEVELOPMENT 2016-2021

<u>Year</u>	<u>Event</u>	<u>City</u>	<u>Country</u>
2021	• European Aquatics Championships	Budapest	HUN
	• European Short Course Swimming Championships	Kazan	RUS
	• Water Polo Final 8	Belgrade	SRB
	• Water Polo Euro Cup Men (home/away)	Szolnok	HUN
	• Water Polo Euro Cup Men (home/away)	Budapest	HUN
	• Water Polo LEN Trophy Final 4 Women	Barcelona	ESP
	• Water Polo Euro League Final 4 Women	Budapest	HUN
	• European Junior Swimming Championships	Rome	ITA
	• European Junior Diving Championship	Rijeka	CRO
	• European Junior Artistic Swimming Championships	Malta	MLT
	• European Youth Artistic Swimming Championships	Rijeka	CRO
	• European Junior OWS Championships	Paris	FRA
	• European U15 WP Championships Men	Loule	POR
	• European U15 WP Championships Women	Szentes	HUN
	• European U17 WP Championships Men	Malta	MLT
	• European U17 WP Championships Women	Sibenik	CRO
	• OWS Cup Leg 1	Ohrid	MKD
	• OWS Cup Leg 2	Barcelona	ESP
	• OWS Cup Leg 3	Piombino	ITA
	• OWS Cup Leg 4	Alghero	ITA
• LEN Congress	Budapest	HUN	



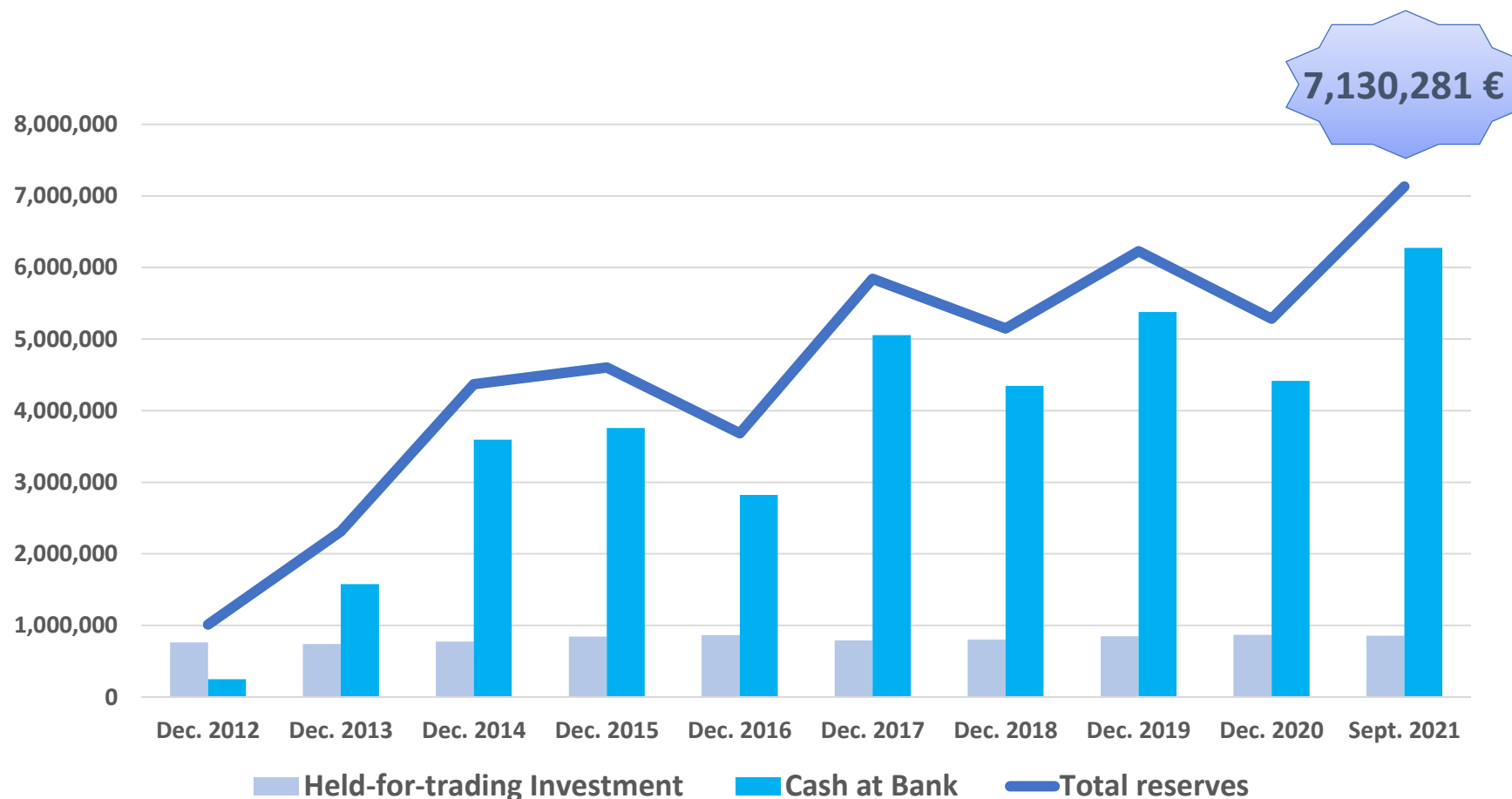
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ANNEX 2 – IN DETAILS

FINANCIAL PERFORMANCE & SUPPORT TO THE FEDERATIONS

LEN RESERVES' GROWTH - 2012-2020

- ✓ LEN cash at bank has grown from a mere 200K in 2012 to over 6 million in 2021!
- ✓ Such growth despite having returned back to Federations and athletes 9 million since 2015!



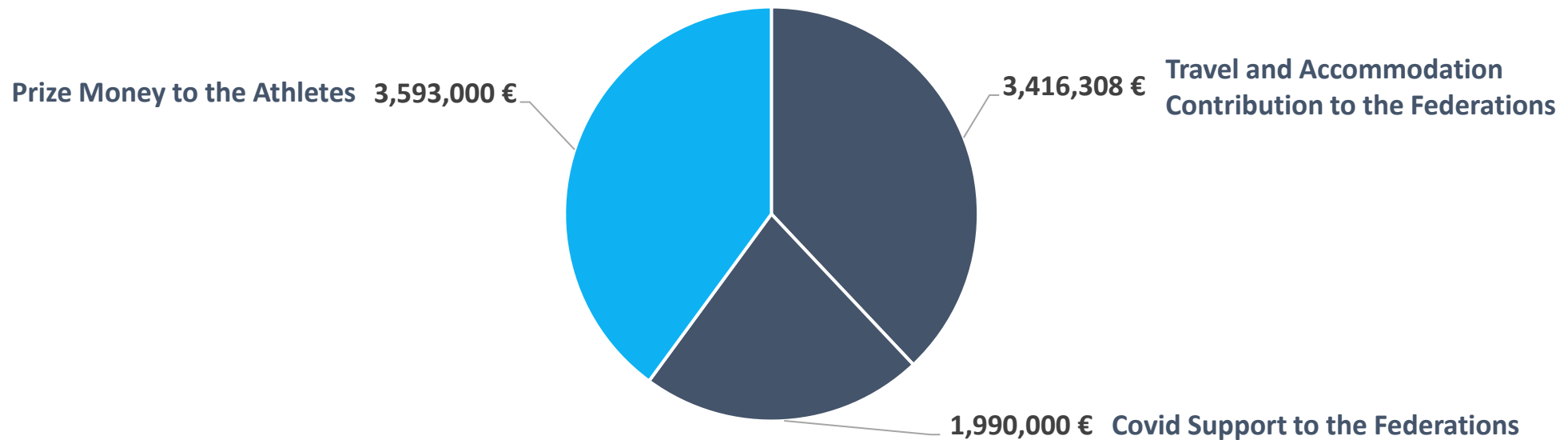
PREMISE

- ✓ The LEN Bureau decided and approved for the first time in 2015 to give financial support to the Federations in the form of Travel and Accommodation Contributions at LEN Events and Prize Money * to the Athletes.
- ✓ No Travel and Accommodation Contributions at LEN Events or Prize Money * to the Athletes was ever given by LEN before 2015
- ✓ The approved financial support to the Federations has constantly grown year on year, since 2015.
- ✓ Travel and Accommodation Contributions at LEN Events was agreed by the LEN Bureau to be provided based on the number of athletes and/or Team officials taken by a Federation to specific LEN Events.
- ✓ Accommodation contribution has been provided to the Federations either as money transferred to the indicated bank account of the Federation or by directly deducting a certain number of “nights” from the final hotel bill of the Federations.
- ✓ Prize Money* to the Athletes was agreed by the LEN Bureau to be provided to the medal winners or top 12-15 performers at specific LEN Events. The LEN Bureau also agreed to pay additional Prize Money for exceptional achievements, i.e., individual World or European records, at specific LEN swimming competitions.
- ✓ In 2020 and 2021, given the extraordinary global crisis linked to the Covid-19 pandemic, the LEN Bureau agreed to allocate 1 million euro each year be distributed among the Member Federations. All 52 Member Federations received from a minimum of 15,000 euro up to a maximum of 25,000 euro in 2020 and in 2021. The amount to be received was based on the number of participants at previous LEN European Aquatics Championships, with even those that did not participate receiving the minimum amount. Another consideration was with regards to whether a specific country had a single Federation or multiple Federations.

** Prize money indicated here and in the following slides does not include the Prize Money linked to the Water Polo Cups Competitions*

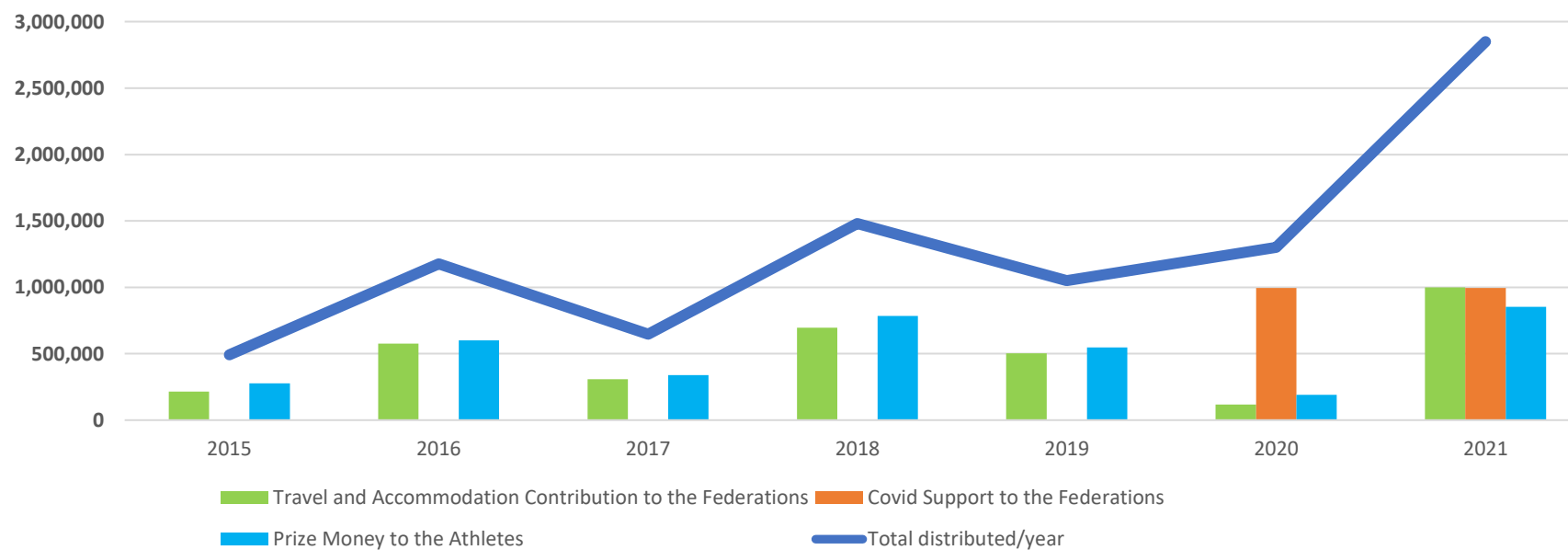
FINANCIAL SUPPORT AND PRIZE MONEY – 2015-2021

- ✓ Over 2015-2021 LEN has returned back to its Federations and its Athletes 9 million €!
 - 60% (5.4 million €) went to the Federations
 - 40% (3.6 million €) went to the Athletes



FINANCIAL SUPPORT AND PRIZE MONEY – 2015-2021

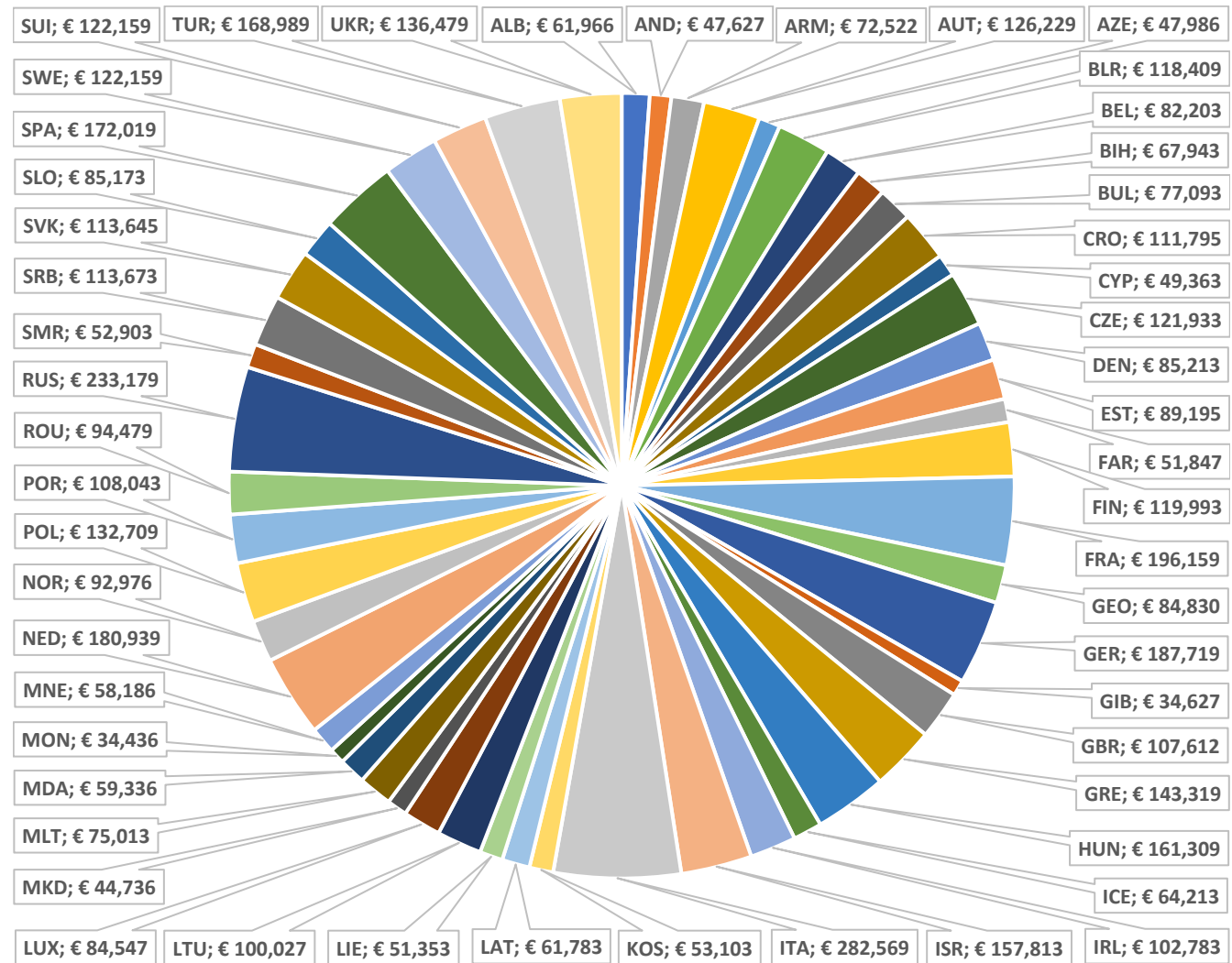
The financial support to the Federations and Prize Money to the Athletes is on a constant growing trend since 2015!



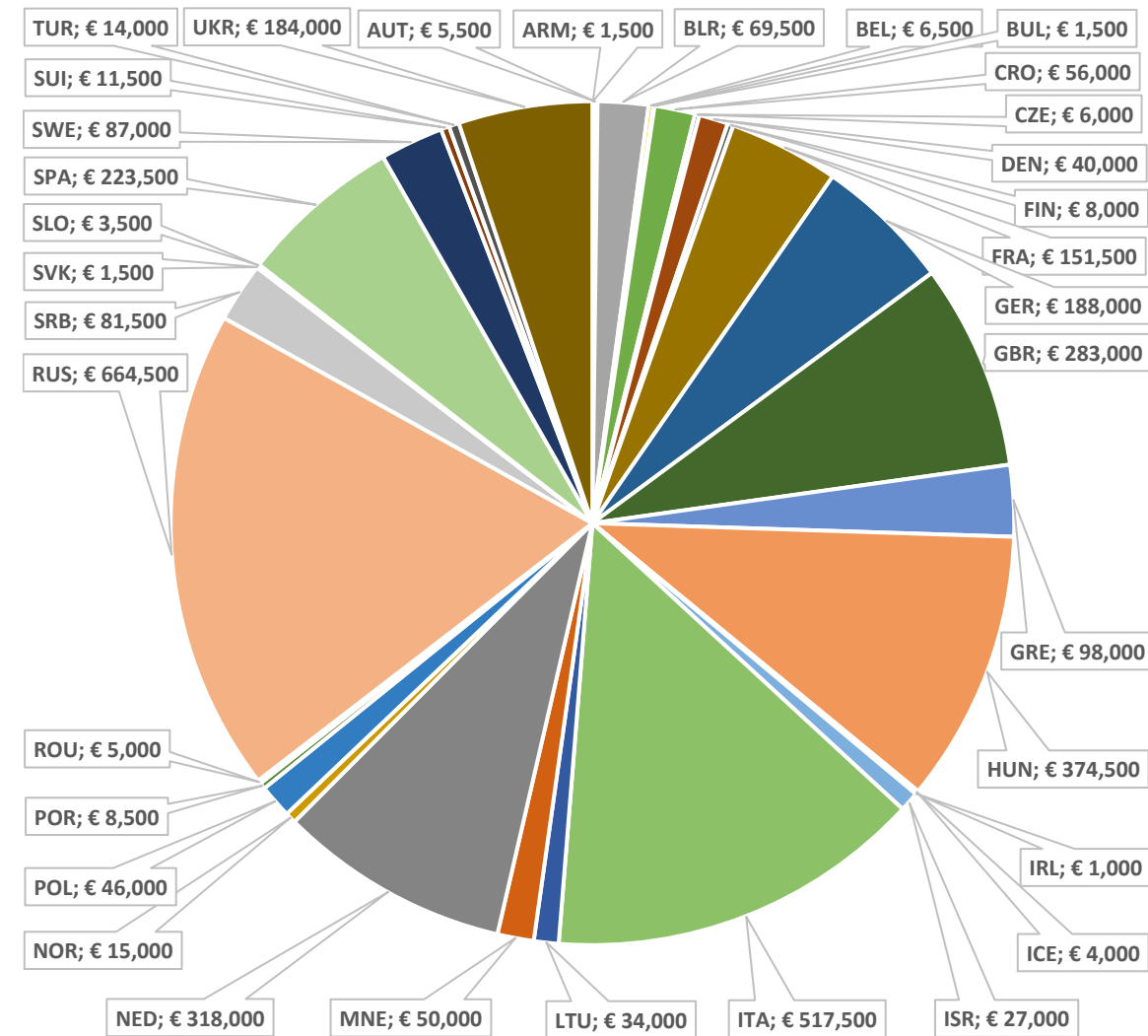
	<u>2015</u>	<u>2016</u>	<u>2017</u>	<u>2018</u>	<u>2019</u>	<u>2020</u>	<u>2021</u>
Travel and Accommodation Contribution to the Federations	215,200	576,400	308,100	695,550	503,726	117,000	1,000,332
Covid Support to the Federations						995,000	995,000
Prize Money to the Athletes	278,000	600,000	340,000	784,000	546,500	190,000	854,500
<u>Total distributed</u>	<u>493,200</u>	<u>1,176,400</u>	<u>648,100</u>	<u>1,479,550</u>	<u>1,050,226</u>	<u>1,302,000</u>	<u>2,849,832</u>

FINANCIAL SUPPORT AND PRIZE MONEY – 2015-2021

5.4 million € in Travel & Accommodation contribution at LEN events and Covid-19 support shared among all 52 Nations!



3.6 million € in Prize Money shared among LEN athletes coming from 34 different Nations!



FINANCIAL SUPPORT TO THE FEDERATIONS – 2015-2021

Country/Federation	Financial Contribution to the Federation	Country/Federation	Financial Contribution to the Federation
Albania	61,966	Italy	282,569
Andorra	47,627	Kosovo	53,103
Armenia	72,522	Latvia	61,783
Austria	126,229	Liechtenstein	51,353
Azerbaijan	47,986	Lithuania	100,027
Belarus	118,409	Luxembourg	84,547
Belgium	82,203	North Macedonia	44,736
Bosnia and Herzegovina	67,943	Malta	75,013
Bulgaria	77,093	Moldova	59,336
Croatia	111,795	Monaco	34,436
Cyprus	49,363	Montenegro	58,186
Czech Republic	121,933	Netherlands	180,939
Denmark	85,213	Norway	92,976
Estonia	89,195	Poland	132,709
Faroe Islands	51,847	Portugal	108,043
Finland	119,993	Romania	94,479
France	196,159	Russia	233,179
Georgia	84,830	San Marino	52,903
Germany	187,719	Serbia	113,673
Gibraltar	34,627	Slovakia	113,645
Great Britain	107,612	Slovenia	85,173
Greece	143,319	Spain	172,019
Hungary	161,309	Sweden	122,159
Iceland	64,213	Switzerland	122,159
Ireland	102,783	Turkey	168,989
Israel	157,813	Ukraine	136,479

PRIZE MONEY FOR THE ATHLETES – 2015-2021

Athletes of	Prize Money to the Athletes	Athletes of	Prize Money to the Athletes
Armenia	1,500	Italy	517,500
Austria	5,500	Lithuania	34,000
Belarus	69,500	Montenegro	50,000
Belgium	6,500	Netherlands	318,000
Bulgaria	1,500	Norway	15,000
Croatia	56,000	Poland	46,000
Czech Republic	6,000	Portugal	8,500
Denmark	40,000	Romania	5,000
Finland	8,000	Russia	664,500
France	151,500	Serbia	81,500
Germany	188,000	Slovakia	1,500
Great Britain	283,000	Slovenia	3,500
Greece	98,000	Spain	223,500
Hungary	374,500	Sweden	87,000
Iceland	4,000	Switzerland	11,500
Ireland	1,000	Turkey	14,000
Israel	27,000	Ukraine	184,000