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Sent: Thursday, June 11, 2026 12:43 PM

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Subject: [REDACTED] Introductory Meeting with PIF Head of MENA Investment in Rome

Hi [REDACTED]

Will you be attending [FII Europe in Rome next week, June 17 – 19](#)? I'd love to offer an in-person, off-the-record conversation with [Feras Sherraif](#), **Head of MENA Sports Investment at the Public Investment Fund (PIF)**.

Feras will be participating in a panel, "Football Clubs as a Distinct Asset Class: How Investors are Reshaping the Game Through Club Ownership," and sharing his insights on PIF's approach to football investments.

For context, sports sponsorship and investment are an integral part of PIF's investment strategy, and Feras can speak to how PIF is directly shaping the evolution of the sports ecosystem across the MENA region.

A few topics Feras could discuss include:

- **Football as a distinct asset class:** With Saudi Arabia hosting the AFC Asian Cup in 2027 and the World Cup in 2034, Feras can speak to how investors like PIF are redefining what it means to build a football ecosystem and how sovereign sponsorship and investment can drive growth at the club, league, and national levels.
- **Sports as a strategic sector:** The sports sector is a major driver of long-term economic growth and represents a key pillar of PIF's investment strategy at home and across the MENA region. Feras can describe how PIF is deploying capital to generate new revenue streams, boost job creation, and attract foreign direct investment to increase the sector's economic impact to \$4.8B by 2030.
- **Social impact and legacy:** PIF's investment in sport is not only commercial, sports also serve as a powerful lever for national transformation. Feras can speak to how PIF is positioning Saudi Arabia as a global hub for sports innovation and excellence and establishing a lasting legacy by actively shaping the evolution of the regional sports ecosystem.

Let me know if you're interested in connecting with Feras while he's in Rome, also happy to arrange a conversation outside of the conference if easiest.

Best,



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