

# Ross-Arctos Sports Franchise Index (RASFI)

## Q1 2026 Quarterly Report

North American franchise values grow 4.9% in the first quarter, demonstrating continued stability amid heightened macro and geopolitical volatility.

Sports franchises in the Ross-Arctos Sports Franchise Index (RASFI) representing the "Big 4" North American leagues saw valuation growth of 4.9% in the first quarter of 2026, or 21.2% on an annualized basis.

This quarter, RASFI's annualized pace meaningfully outpaced its long-term annual average of ~13%, marking a strong start to the year. RASFI's Q1 performance came against a backdrop of pronounced volatility in public equity markets, which were impacted by the U.S.-Iran conflict that began in late February and the resulting energy shock, with benchmark U.S. oil futures settling above \$100 a barrel for the first time since July 2022. Through March 31, U.S. equities returned -4.3%, global equities -3.1%, and the U.S. Media & Entertainment Sector -9.5%. Notably, equity markets have rallied meaningfully since quarter-end, recovering much of those losses; we view RASFI's Q1 print less as a story of outperformance than one of stability through a particularly volatile window. Over the trailing twelve months, RASFI returned 16.5%, in-line with U.S. equities (17.8%) and ahead of private equity (12.3%), private credit (7.4%), and real assets (5.2%).

Beyond the geopolitical backdrop, the quarter also featured a notable wave of regulatory and legal developments across the sports ecosystem, including federal scrutiny of the NFL's media rights structure, ongoing Sunday Ticket antitrust litigation before the Ninth Circuit, and an antitrust ruling against Live Nation in the live events ticketing market. We continue to monitor these developments. However, we believe the practical and legal barriers to sustained regulatory action remain significant, while the core economics of the sports industry continue to provide meaningful protection against near term market volatility. The business model remains supported by long term contracted revenue streams across media rights, sponsorships, and ticketing, as well as durable, predominantly domestic demand. Similar to infrastructure and other core real assets, North American Big Four sports franchises continue to represent a differentiated and resilient return profile.

### RASFI Characteristics

**Valuation Dates**

Calendar Quarter-End

**Launch Date**

March 31, 2024

**Start Date**

December 31, 1960

**Current Date**

March 31, 2026

**Base Value**

1,000 (December 31, 1991)

**Region**

North America

**Leagues Covered**

MLB, NBA, NFL, NHL

**Number of Constituents**

124

**Weighting**

Equally Weighted

**Index Type**

Price Return

Transaction activity in Q1 featured no control transactions but included one path-to-control deal and several minority investments in the index this quarter. In the NFL, the league approved the sale of a 3.5% stake in the Las Vegas Raiders in March at a valuation of more than \$11 billion, with another 3.5% sale expected in the near future to bring the total stake to 7%. The transaction also includes a right of first refusal, structuring a path to control for the buyer should the existing controlling owner decide to sell. The valuation represents a substantial step-up from the \$6.5 billion implied valuation at which a 15% stake transacted in late 2024. Separately, a 1% minority stake in the parent company of the Miami Dolphins (which also owns Hard Rock Stadium, the Formula 1 Crypto.com Miami Grand Prix, and a stake in the Miami Open) traded at a \$12.5 billion enterprise valuation, implying a Dolphins franchise valuation of ~\$11 billion.

In the NHL, Carolina Hurricanes owner Tom Dundon agreed to sell a 12.5% minority stake to a group of three new partners at a \$2.66 billion valuation. The valuation represents a meaningful step-up from the \$420 million Dundon paid for the franchise in 2018 and is among the highest valuations achieved by an NHL team in a transaction. In MLB, Sportsology Capital Partners, making its first investment in a U.S.-based franchise, acquired a minority stake in the Texas Rangers. The investment marks the entry of a new institutional team-investing platform into the Big 4 ecosystem.

Two notable transactions were announced during or shortly after the quarter but are excluded from Q1 RASFI and are expected to be incorporated into Q2 2026. First, in MLB, the San Diego Padres are reported to be near a sale to an investor group at a valuation of approximately \$3.9 billion, which would represent a record valuation for an MLB franchise (a ~4.9x step-up from the \$800 million paid by the Seidler family in 2012). Second, also in MLB, the Monfort family agreed to sell a 40% minority stake in the Colorado Rockies to Penner Sports Group.

**NBA Season Update:** The NBA's 2025–26 regular season once again showcased the league's demand dynamics. Total attendance exceeded 22.18 million, with average per-game attendance of 18,108, the third consecutive season at these levels. Arenas filled to 97% capacity for the fourth time ever, and 11 franchises sold out every home game. Beyond the in-arena product, the league posted its best regular-season viewership since 2018–19 across its new media partnerships with NBC/Peacock, ESPN/ABC, and Prime Video, averaging 1.78 million viewers per national telecast, up 16% year-over-year. The shift to broadcast television, 62 games this season versus 24 last season, drove a 128% increase in time spent viewing on broadcast networks. Total reach across national partners exceeded 170 million viewers, the league's best mark in 24 years. We believe this initial validation of the new media rights package supports the long-term thesis underpinning recent NBA franchise valuations.

**NHL Season Update:** The NHL drew a league-record 23.16 million fans in its 2025–26 regular season, up 0.6% year-over-year, with per-game attendance of 17,651, the third-best in league history. Thirteen clubs filled at least 100% of available seats. On the media side, regular-season viewership across ESPN, ABC, and TNT/truTV averaged 546,000 viewers, the league's best mark since the 2012–13 season and up 23% year-over-year. ABC's 16 telecasts averaged 1.1 million viewers, the broadcast network's best showing under the current rights deal. The Olympic men's hockey gold medal game between the U.S. and Canada, though scheduled in a non-optimal early-morning U.S. window, drew 18.6 million viewers on NBC (20.7 million

including the USA Network replay), and the league has indicated it views the Olympic platform as an area for further engagement with the International Olympic Committee, International Ice Hockey Federation, and NBC ahead of 2030.

### Annual Average Returns by Asset Class (%)<sup>(1)</sup>

Asset Class	QTD	1YR	3YR	5YR	10YR	20YR
<b>Sports (RASFI)</b>	<b>4.9</b>	<b>16.5</b>	<b>22.0</b>	<b>17.6</b>	<b>16.0</b>	<b>13.1</b>
Global Equities	(3.1)	20.5	17.1	10.0	11.9	8.2
U.S. Equities	(4.3)	17.8	18.3	12.1	14.2	10.5
U.S. Small Caps	0.9	25.7	13.0	3.8	9.9	7.5
U.S. Media & Ent. Sector	(9.5)	35.7	31.7	12.2	15.3	13.4
Fixed Income	(0.0)	7.0	4.8	0.1	2.2	N/A
Commodities	35.9	31.2	9.1	9.8	8.7	2.6
Private Equity <sup>(1)</sup>	3.9	12.3	8.5	11.6	15.1	13.4
Private Credit <sup>(1)</sup>	1.8	7.4	8.4	9.6	8.5	8.8
Real Assets <sup>(1)</sup>	1.4	5.2	2.0	9.1	7.0	6.7

(1) Lagged one quarter, due to reporting lag.

Source: S&P, MSCI (Private Markets data). Represent gross total return. Each segment represented by the following indexes: Global Equities (MSCI ACWI), U.S. Equities (S&P 500), U.S. Small Caps (Russell 2000), U.S. Media & Ent. Sector (MSCI USA Media & Entertainment), Fixed Income (Barclays Capital U.S. 7-10 Year Aggregate Bond Index), Commodities (S&P GSCI), Private Equity (Burgiss North America Equity TWR Index) Private Credit (Burgiss North America Debt TWR Index), Real Assets (Burgiss North America Real Assets TWR Index). As of March 31, 2026. Indices are being aligned with KKR. Index methodology may be revised in subsequent quarters.

Disclosure: The Ross-Arctos Sports Franchise Index ("RASFI") is provided for informational purposes only and does not constitute an offer to sell or a solicitation of an offer to purchase any security. RASFI includes data sourced from third parties and reflects market trends and economic forecasts which Arctos Partners, LP ("Arctos") and Stephen M. Ross School of Business at the University of Michigan ("Ross") believe to be reliable; however, no independent verification has been conducted, and neither Arctos nor Ross warrants the accuracy, fairness, correctness, or completeness of any information provided. Certain statements included herein may be considered forward-looking and involve risks and uncertainties; actual results could materially differ from those projected. Historical trends indicated in RASFI do not assure or imply the continuation of such trends in the future. RASFI estimates historical sports team valuations based on a series of statistical models that may introduce sources of error. While we believe RASFI reflects past estimates of sports team values, they should not be seen as indicative of future performance or profitability. The benchmarks and indices provided herein were selected by Arctos and Ross for illustrative purposes only. Selection of such benchmarks or indices is inherently subjective and others might select other benchmarks or indices based on their assessment of the market. Actual results may differ, perhaps materially, from the trends presented herein. Indices are being aligned with KKR. Index methodology may be revised in subsequent quarters.