



RE: International profit share proposal

Dear Sir/Madam

My name is Dan Leo, Former Samoa International and now CEO of the Pacific Rugby Players Welfare Organisation.

I write in regards to the current financial model by which international rugby operates and which we have identified as a key area that could revolutionise the game if considered positively.

The current financial model sees the host team/nation keep 100 percent of the profit generated by a home fixture outside RWC competitions. With very few reciprocal matches scheduled and the potential of generating profits in small markets such as the Pacific Islands almost impossible, the only way our Pacific nations (and indeed many other Tier 2 Nations) can possibly hope to progress in today's professional landscape is to replace that model, with one that redistributes revenue in a way that is fair for the visiting side, and conducive to the growth of the game.

A revitalised profit-share model would provide much needed funds to Tier 2 Nations which would in turn strengthen competition, and increase the international appeal of the sport and the money being generated.

Financially, everybody would be a winner and some of the issues we are currently addressing in the Pacific Island Rugby community such as player drain, the lack of any viable professional pathway, the reliance on government funding, and issues of depression/suicide resulting from players having to leave home, would be alleviated.

That said, I welcome your thoughts around a 10% profit share model in favour of a Tier 2 side being hosted by a Tier 1 team. I know some Unions have made unofficial "goodwill" payments in the past, which made a huge difference for the receiving unions. This is a way of formalising and standardising that practise.

Having recently travelled to Samoa, I can confirm this idea has the backing of Samoan Rugby and its government.

We invite you to help lead the way in showing the world that rugby's true values of teamwork, respect, enjoyment, discipline and sportsmanship are still alive and well.

I look forward to hearing from you, and meeting with you at a time of your choice to further advance discussions if this is something you would be open to.

Best regards,

Dan

Dan Leo
(Director PRPW)