

Mondrian's Longstanding Playbook into Globalization Shifts

Our forward-looking investment philosophy is designed to stay ahead of evolving market dynamics

The importance of globalization cannot be overstated. At its core, it is a beneficial process that allows people, money, goods, and ideas to flow across borders for the benefit of all. The sports industry is just one example of this evolution. At Mondrian, it's been part of our philosophy since Day One.

NBA

1990s NBA sets out to grow its brand internationally. Only **21** international players in the NBA at the time.

1992 The Dream Team heads to Barcelona for the Olympic Games. The U.S. wins the gold medal and establishes a global audience. This leads to **14** NBA offices worldwide, broadcasting to **118** countries.

2001 The NBA and FIBA create Basketball Without Borders, a training program to cultivate talented youngsters from around the world.

2019 The first team from outside of the United States, the Toronto Raptors, competes in the NBA finals, creating a basketball frenzy in Canada.



FIFA Women's World Cup

1991 The FIFA Women's World Cup was not even broadcast in the nation of the winning country (USA). In terms of sponsorship, there was a **single** tournament sponsor (Mars and the teams played for the "M&Ms Cup").

2019 More than **1 billion** people (including digital media) tuned in to watch the final match held in France—the most watched in the tournament's history. **12** major sponsors: **six global** partners and **six national** partners.



NHL

2 → 100 In 1970 only **two** Europeans, Ulf Sterner and Jaroslav Jiřík, made it to the NHL, which was dominated by North Americans. By 1990, that number grew to approximately **100**.

305 For the 2019/2020 season, a record **305** players came from Europe, representing **31%** of the league. Today, players hail from countries all around the globe, including Australia, France, and the Netherlands.



International Investing

6% to 13% Since 1990, Institutional investors have increased their average allocation to international and global equity by more than double, from 6% to 13%.

43% In the last decade, 43% of foreign direct investing has gone into developing economies, compared with **26%** during the 90's. Not only are these countries growing due to globalization, but also the number of investable opportunities is increasing.

Corporate Revenues from EM increased from **10% to 40%** Only **10%** of global corporate revenues were derived from emerging markets (EM) 15 years ago. This increased four-fold to **more than 40%** due to the transition from low-end manufacturing to higher added value economic activity and domestic consumption.

Mondrian has been a global investment manager for the last 30 years, finding value across borders. The firm consists of well-resourced teams with long-tenured members from diverse backgrounds, including 27 different nationalities.



Mondrian
INVESTMENT PARTNERS

CELEBRATING
30
Years

Learn more about how the investment world has evolved over the last 30 years, and see how Mondrian is prepared for the next 30 years by visiting mondrian.com/30years

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