

PJL

Commercial Messaging

- Jumping sits within a \$300B global equestrian economy, supported by 1.7B people worldwide and an established, affluent core audience.

What's missing isn't spending — it's structure.

Today's landscape is fragmented across 4,700+ FEI competitions, diluted by pay-to-play access and commercial inefficiency despite significant capital flowing through the sport.

As a result, elite riders struggle to earn from competition alone, owners fund performance without an investable asset, and sponsors lack continuity or narrative.

The PJL professionalises what already exists through a global, merit-based, team league that concentrates quality, formalises ownership, and creates season-long storytelling.

PJL Messaging Points

- This is about positioning jumping alongside other elite global sports — not as a niche pursuit, but as a premium international sporting product capable of attracting major audiences, sponsors, broadcasters, and commercial partners.
- The PJL is not trying to reinvent jumping. We are not seeking to disrupt the current ecosystem or lure riders away, and there are no restrictions on competing in non-PJL events.
- We are repackaging the sport in a way that protects its integrity, respects its heritage, and creates greater opportunity for everyone involved. We are growing awareness, raising competition standards, and creating a global marketing platform for our athletes (both rider and horse) to drive interest and engagement in the sport, while also opening new commercial opportunities for key talent.
- Unlike LIV, where investment has been concentrated around a small number of top talents, we are committed to building sustainable audience growth through meritocracy and stronger competition across the board.
- We have had multiple conversations with riders and others involved in the sport. What has become clear is the strong alignment around the changes required for the sport to continue evolving. We share the view that by expanding the fanbase and increasing access to the sport, every stakeholder involved in jumping ultimately benefits.
- Our objective is simple:
to build a modern, commercially sustainable platform that elevates the sport, supports its athletes, and secures its future on the global stage.
- Jumping is primed for innovation. Historically, the sport has proved hard to follow, and growth has been hindered by repetitive formats and a lack of education for new audiences.
- Staged across iconic international venues, the PJL introduces a modern, fan-focused model that combines elite athletic performance with innovative formats, enhanced transparency, and best-in-class, free-to-view broadcasting—while keeping rider and horse welfare at the heart of the sport.

Facts& Figures

Prize pot	\$300 million guaranteed prize pot across the first 3 seasons of the P.J.L. McCourt Global is the sole financial backer.
Teams	16 teams of elite riders selected through a merit-based process.
Team selection process	<p>The world's top ranked 250 riders are eligible to participate in the P.J.L. rider selection process, ensuring integrity of merit is retained throughout the League. The selection process will see the League adopt a multi-stage approach to ensure team owners can partner with the riders of their choice, all while aiming for a high level of competition across the P.J.L.</p> <p>Eligible riders not selected by team owners for the initial roster will be able to compete as non-P.J.L. riders (through the FEI's invitation system) at P.J.L. competitions and will have the opportunity to be added to rosters as the season develops.</p>
Inaugural season	Running from April – November 2027. 14 events across iconic venues in North America, Europe, and the Middle East. All events outside.
Format	All events in the P.J.L. are team competitions, designed to emphasise collective performance and strategic depth across the league. Each team event delivers high-stakes, merit-based competition that heightens intensity, rivalry, and sporting jeopardy, while showcasing elite jumping on iconic international stages.
Exclusivity	The League will not restrict riders from competing at non-P.J.L. events.
Broadcast	Free-to-view broadcasting, driving new audiences. The P.J.L. is in partnership with Emmy award-winning 'Box-to-Box Films' for a docu-series.
McCourt Global	McCourt Global is the sole backer of the P.J.L. and committed to the growth of the league and jumping for the long-term. McCourt Global revitalises iconic sports and sporting institutions through patient capital, stewardship, community engagement, and value creation.
Welfare	<p>Welfare is central to the P.J.L.'s mission. The League has prioritised venues that offer optimal footing, stabling, and other equestrian operational needs. Strong consideration has also been given to local temperatures. The P.J.L. follows the natural movement of the competitive circuit, designed to prevent over-taxation of both horse and rider.</p> <p>1.60m competition is reserved exclusively for Day 3, limiting repeated jumping at maximum height and reinforcing the League's commitment to horse welfare by reducing cumulative demands across the event.</p>

The P JL exec team	The executive team brings decades of experience across sport, equestrian, and hospitality, including some of the world's biggest entertainment brands. Their combined skillset is uniquely positioned to bring jumping to the mainstream through an immersive event and exciting broadcast experience.
FEI approval	The P JL continues to work closely with the FEI as the League progresses through the Series Approval process. A decision is expected imminently.

P JL Mission Statement

Our mission is to elevate jumping to its rightful place as a premier global sport – championing riders and horses with a merit-based, financially sustainable league that celebrates elite athletic performance, unlocks new opportunities, and brings fans closer to the power, precision, and beauty of jumping.

We are committed to raising standards, advancing welfare, innovating through technology, and honouring the heritage of the sport while creating an accessible, world-class experience for a new generation of global fans.

About the P JL (Premier Jumping League)

The P JL is a global showjumping competition redefining the sport through elite team competition, record-breaking prize money, and a sustainable professional model for riders.

Backed by McCourt Global and its Executive Chairman Frank McCourt, and shaped by leaders from equestrian sport, international competition, and entertainment, the P JL brings together the world's top riders and horses to compete across fourteen iconic venues in North America, Europe, and the Middle East.

With sixteen teams, an innovative rider selection process and a guaranteed \$300 million prize pot, the P JL combines world-class athletic performance with premium entertainment, opening the sport to new global audiences while honouring its heritage.

About Frank McCourt, Executive Chairman McCourt Global

Frank H. McCourt is an American philanthropist and Executive Chairman of McCourt Global. Frank has extensive experience identifying iconic sports and sporting brands with a strong cultural identity and unrealised potential and delivering multi-year transformations. His sports investments over the past two decades include the LA Dodgers, the Miami Celtics, and Olympique de Marseille.

Frank's passion for jumping has transformed the industry through former co-ownership of the Global Champions League, which ran from 2014-2022. He has received the Horsepower Leadership Award for his commitment to safeguarding the protection and dignity of America's horses and continues to be a powerful advocate for the sport and culture of jumping.