



CPO Board Meeting Minutes – Friday 29 November 2024 at 11 KBW

Attendance: CI, SJ, PB, MG, GG, and ET

Apologies from ME and HR

All points from last meeting covered in the Agenda.

Weekly share stats will be distributed to all Directors from this week.

Chairman's Report update:

500 shares have been sold in the period up to October 2024, compared with 343 in the prior year. November and December 2023 were big sales months and the overall sales figure for 2024 year should be in line with last year's number. Further social media activity should continue the focus through the gift giving season.

The year end audit is now finalised and signed off. The accounts will be sent to shareholders with the AGM notice. The Board will need to confirm the resolutions to be put to the AGM.

The Board's position on any future stadium development was discussed as was the annual valuation of CPO owned land. Lawyers will be retained by the CPO.

As part of the regular engagement with the Club, a meeting took place on 21 November with Jason Gannon.

On 15 November CI attended a meeting with FAB representative Neil Beard and CST Chair Mark Meehan where issues around communication of the results from the FAB survey were discussed. CI also took part in the Chelsea Fan Cast to promote share sales.

Further work has been undertaken for the event on 21 March 2025 at Under the Bridge which has the support of the Club. This will include music, gaming, selling CPO merchandise and shares, food and auction. Former players are to be invited for Q&A. The Club is keen to support this as part of the 120th anniversary celebrations. Tickets will be £60.

Marketing update:

The pitch presentations are running more smoothly now but there have been complaints by some shareholders on the difficulty of getting tickets. This will be raised with the Club

The new squad photo is now available and being used for the share certificates. However, the first match/special occasion certificate was not successful with only 5 sold.

We intend to auction an opportunity to attend Cobham training at the 21 March event.

Our new logo is gradually being introduced and will be available on the new share certificates.

Marketing for the CPO merchandise and the March event will be continued before and after Christmas to include a wraparound cover for the Fanzine

The Board is pleased that Jason Gannon has agreed to attend the AGM to speak to shareholders. Announcement to be made in a newsletter.

Social Media

We are continuing to expand and develop our social media presence to inform and expand our engagement both with our existing shareholders but also, importantly, attract new shareholders. We have seen an increase over 400 new followers across platforms.

Merchandising

The product merchandise deck was shared with the Board.

The Shopify website is now live and trading. The Club has verbally approved the new bespoke CPO logo which appears on the merchandise and social media. This will be rolled out on to all printed materials including share certificates and forms.

Computershare

After weeks of delays, we have finally signed the agreement and the share register has been sent to CS. GG will now complete other paperwork and finalise the process for go live. The suggestion is this should be early January due to Christmas and the AGM pack dispatch.

Finance Update

ME unable to attend but had previously communicated that there was nothing material to report to the meeting.

Next meeting to be held at Stamford Bridge on February 21 at 11am