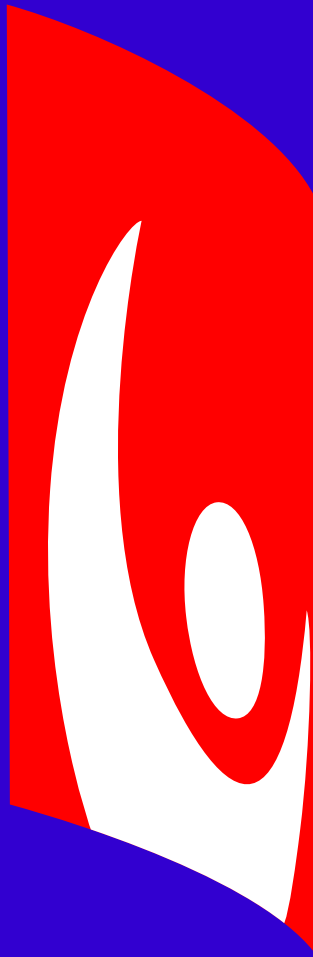


SDHL 



"10" clubs from north to south





Did you know..

#2	80 %	180	7 260	7 765	630 000	2,3 M	200 M
In ethics and moral among leagues in Sweden	Of the Swedes know SDHL	Regular games	Articles in one calendar year, 2022	Attendance record during one playoff game	Viewers of the decisive final game, 2022	Millions in net reach together with Svenska Spel, 2022	Millions in net reach for the entire SDHL in the calendar year, 2022

SDHL 

**Our journey
since 2016!**



SDHLs journey 2016-2022

- 2016 SDHL is formed
- 2018 SDHL is dependent on SHL's goodwill regarding financial contribution
- 2018 Angelica Lindeberg the first to be hired
- 2019 SDHL acquires the commercial rights
- 2019 The first commercial agreement is signed with DHL, which enters as the league's first main partner
- 2019 The first TV agreement is signed with C More and SVT
- 2020 Gizela Ahlgren Bloom is hired as sports director
- 2020 Historic collective agreement is signed
- 2021 Historic investment in Swedish women's hockey when Svenska Spel enter as main sponsor (also for SHL and HockeyAllvenskan)
- 2022 Gustaf Walli Walterholm is hired as market communicator
- 2022 Oscar Alsenfelt is hired as sports director





Mission

SDHL is working to develop Swedish women's hockey and the Swedish Women's Hockey League, both to develop talent and raise elite hockeyplayers.

We do this by coordinating resources, the teams and committed partners

Business idea

The SDHL, as the highest league, will popularize women's hockey in Sweden and create the best conditions for the associations in the league

Core values

Brave - Smart - Innovative thinking





Vision

Our ice hockey must be a hockey you not only want to take part in - but be a part of:



”

Sweden's most
healthy
league



Delmål

Our overall goal is that all players should be able to live on playing hockey.

Our first milestone is that every fourth Swedish player should provide on hockey, year 2025.



25%

To be able to reach our vision and our goals we must:

1. Be a little smarter than everybody else
2. Be more braver than most
3. Get even tougher
4. Think in completely new ways

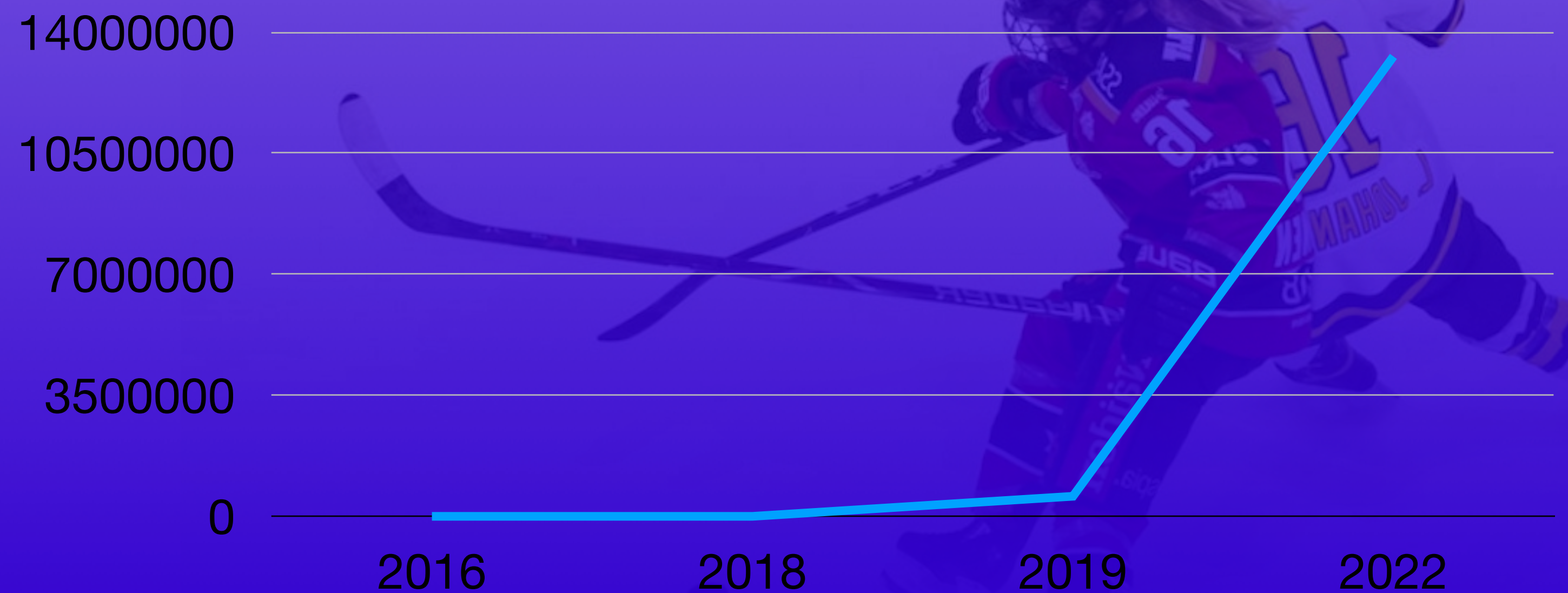




We should be able to look all hockey-loving girls in the eyes
and be able to say: We did everything we could

Marketing & Economic

- **Partners/sponsors**
 - Today we have xx partners in different economic levels.
- **Our economic journey**
 - We have went from having 0 (zero) income and has been dependent



Communication

- **Content that engages**
 - **Choice of channels**
 - For example how can we reach generation Z? Probably through TikTok.
- **WSC**
 - The global leader in AI sports video technology
- **Audience recruitment**
 - This is probably our most important question, both for us as league but also for the clubs. It's about being credible, both against sponsors and the audience.



Sport

- **Tackles**

- We have a pilot project with tackles and the outcome so far this season very good. For example, we haven't had any disciplinary errands.

- **Referee Investment**

- Together with the men's leagues and the Swedish Hockey association.

-

- **Insurance**

- Collective agreement since 2022

- The process forwarded - health insurance, for players to have full coverage and also for them to get better and faster help in the event of injuries.

How can we become better?

How can we help the swedish national team to present better result in tournaments?



Questions?

Thank you for listening!

Contact information:

Angelica Lindeberg, Chef Commerical &
angelica.lindeberg@sdhl.se
+46737457031



SDHL

