

## ABOUT

### CHRIS MCCORMACK

Chris McCormack is one of the greatest endurance athletes to ever live.

A Triathlon and Ironman Hall of Fame athlete, 4-time World Champion, Multiple Ironman Hawaii Champion, author of a New York Times bestseller, and voted World's Fittest Athlete by ESPN, McCormack was noted by Forbes Magazine as the catalyst for the exponential growth in endurance sport alongside Lance Armstrong.

After 20 years in the professional sports arena, McCormack migrated directly into the sports consulting, media and high performance development space. It was McCormack's innate ability to build a brand and elicit huge partnership deals within the sport of triathlon that made his move into the corporate world an impactful transition.

He is the CEO and co-founder of MANA Sports and Entertainment Group. MANA's projects and clientele include Super League Triathlon, the world's richest and most televised triathlon series, as well as the Royal Family of Bahrain and all of their owned sporting entities including World ProTour Cycling Team Bahrain Victorious and the Bahrain Endurance 13.



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## SPORTS CAREER HIGHLIGHTS

Four-time triathlon world champion

Won 200+ races around the world since 1993

Won 76% of races through entire career (88% podium finish rate)

First man in history to win the ITU World Championships, the ITU World Cup series and be ranked #1 in the world in a single season

Held world #1 position for 243 weeks

16 ironman wins, more than any other male athlete

First non-European to break eight hours over the ironman distance

First man to break eight hours on two different courses; recorded four sub-8 finishes

Five-time International Triathlete of the Year

Four-time Competitor of the Year

*ESPN* World's Fittest Man



McCormack is a two-time winner of the Ironman World Championship, winning the titles in 2007 and 2010. He is also the winner of the 1997 International Triathlon Union (ITU) World Cup Series, the 1997 ITU Triathlon World Championships, and the 2012 ITU Long Distance World Championships.

Macca rose through the ranks as a winner and fan favorite with his trademark mix of quick wit, piercing intelligence, and the athletic ability to deliver wins.

Having won world titles in every decade from 1990 until today, winning the prestigious Athlete of the Year from Competitor Magazine a record five times, and capturing every major title in the sport, he was crowned “The World’s Fittest Man” by ESPN in 2012.

McCormack retired in 2013 after successfully winning his fourth world championship, becoming the oldest to do so.

(See Page 6 Appendix for a list of significant race results.)

## BRINGING SPORT AND BUSINESS TOGETHER

A Master of Finance graduate before his successes in professional sport, McCormack has continued to bring sport and business together in his various ventures, tapping an extensive network painstakingly built with trust and friendship over decades.

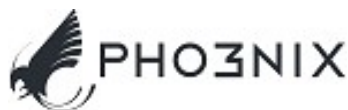
Having had the courage to pursue this direction in his post-sports career, it has been the greatest learning curve of his life, but one in which he thoroughly enjoys challenges and obstacles that come.

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*I absolutely love Macca! As an athlete, as a person and as a leader in his field his focus and belief is infectious... When you are an underdog but you behave like a champion, the latter always certainly becomes the reality. Macca is the living metaphor of a champion's attitude shaping his world.*

*-Kevin Plank, Founder of Under Armour*

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## BIOGRAPHY

With four world championships to his name, Chris “Macca” McCormack is one of the most successful athletes in the history of triathlon. The only male athlete to conquer every triathlon distance with World Championship gold, Macca is considered the most complete multisport athlete ever and the catalyst of the emerging new age triathlon talent that is flawless at swimming, biking and running. He is also one of the most financially successful triathletes of all time.

Macca’s charismatic personality both on and off the course made him a marketing and sponsor’s dream, but it was his wit and financial education that turned Macca into the most powerful brand in the history of his sport.

Macca began running in school and won numerous Australian athletic and cross country titles through secondary school, then went to university on a running scholarship. While in university, Macca raced his first triathlon and went on to win two Australian junior titles. He completed his Bachelor of Economics degree, majoring in accounting and marketing and did a short stint as a banker in funds management with Bankers Trusts before deciding the life of a professional athlete was for him

He sold his belongings and flew to Europe to chase his dream in 1996, and by the following year he was ranked #1 in the world and had won both the ITU Triathlon World Championship and the ITU Triathlon World Cup, the first male triathlete to do so.

He would be ranked ITU World number 1 for more than 26 months in total, and would win nearly every major short course title on the global triathlon calendar before shifting his focus to Ironman racing. (He would return to ITU racing briefly in 2012, winning the Long Course World Championship.)

Macca won his maiden attempt at Ironman Australia in 2002 and would go on to defend the title a record four more times. He also logged a record 4 ironman finishes under 8 hours, becoming the first non-European to break the magic 8-hour mark, and still the only man in history to do so on different courses. Winning the Ironman World Championship two times is the crowning achievement of his athletic career.

Even while he raced all over the world Macca was keen about the business side. He broke the norm of athlete and personally steered and built his personal brand into the athletic empire it is today, single-handedly controlling both his athletic and professional career for 20 years as his own CEO. He locked out some of the biggest deals in triathlon history and reshaped the marketplace for multisport athletes by setting a new price for the world’s best within his sport.

Forbes Magazine named him the World's Greatest Athlete in 2011, and gave his ROI for his sponsors at an astounding 20-1 making him one of the most iconic and profitable investments for any company.

In 2013, McCormack took over the marketing, operations and leadership of Thanyapura, a \$125-million sports and wellness resort start-up venture in Phuket, Thailand. A sport, fitness, health and educational haven that features the best sports facilities, international schools, and coaching expertise in Asia, the centre under McCormack's hand became the mecca for sport in the region and was voted Best Sports and Wellness Resort in Asia by The Hotel Groups of the World in 2015.

In 2016, McCormack alongside the Queen of Jordan and the Minister of Education of Thailand opened Thailand's first ever United World College and the 14th school in the global UWC school network. Regarded as the gold standard in international schools, UWC Thailand became the first Sports focused School in Asia and saw 26 athletes from the single school compete at the 2016 Olympic Games in Rio Brazil.

Seeing his dream fulfilled, McCormack stepped down from his operational role at Thanyapura to pursue other interests. He launched The MINC Group out of Singapore, consulting in the space of sport, wellness and logistics. His first client was the Royal Family of Bahrain, who engaged The MINC Group to help establish the mounting of sport team development and acquisitions for the country. In 2018, MINC merged with European events and media powerhouse Pho3nix Global Switzerland to become the MANA Sports and Entertainment Group.

MANA's roster of projects and clientele include Super League Triathlon, the world's richest and most televised triathlon series, The Royal Family of Bahrain and all of their owned sporting entities. Consulting and operating directly with His Highness Sheikh Nasser Bin Hamad Al Khalifa on all Bahrain sporting acquisitions and activations, MANA has been pivotal in building the country's growing portfolio of sports assets including World ProTour Cycling Team Bahrain McLaren and the Bahrain Endurance 13.. The most recent venture into the global football space saw the buy of Spanish football club Cordoba CF out of Andalusia.

McCormack always believed he would transition into the business and finance space, seeing himself as a person who would thrive in the startup space trying to execute on ideas. His winning mindset enabled him to create a replicable system and environment of success week in, week out as an athlete to win races and major events. It is this same attribute he brings to the realm of business.

## APPENDIX

### NOTABLE IRONMAN RESULTS

2010 Ironman Hawaii	WIN	2010 Ironman European Championships	3RD
2009 Ironman Hawaii	4TH	2009 Ironman European Championships	3RD
2008 Ironman Hawaii	DNF	2008 Ironman European Championships	WIN (Sub-8, C.R.)
2007 Ironman Hawaii	WIN	2006 Ironman Australia	WIN (C.R.)
2006 Ironman Hawaii	2ND	2005 Ironman Australia	WIN
2005 Ironman Hawaii	6TH	2004 Ironman Australia	WIN
2007 Challenge Roth	WIN (Sub-8)	2003 Ironman Australia	WIN
2006 Challenge Roth	WIN	2002 Ironman Australia	WIN
2005 Challenge Roth	WIN (Sub-8)		
2004 Challenge Roth	WIN (Sub-8)		
2003 Challenge Roth	2ND		

### NOTABLE HALF-IRONMAN TITLES

Ironman 70.3 Hawaii	Challenge Germany
Wildflower Half-	Challenge France
Ironman Ironman 70.3	Desaru Half-Ironman
Mexico	Half-Ironman Australia Gold Coast
Ironman 70.3 Austria	Cairns Half-Ironman
Ironman 70.3 China	
Ironman 70.3 UK	
Soma Half-Ironman	
Silverman Half-Ironman	

### NOTABLE SHORT-COURSE RESULTS

ITU Triathlon World Champion	Goodwill Games Triathlon Champion
ITU World Cup Series Champion	14x National Championships (including France, Switzerland, Australia, and the USA)
Runner-Up, ITU World Cup Series	4x Escape from Alcatraz winner
4x ITU World Cup Japan winner	2x Mrs. T's Chicago Triathlon winner
ITU World Cup Canada winner	3x San Diego International Triathlon winner
ITU World Cup Switzerland winner	2x Los Angeles Triathlon winner
ITU World Ranked #1	7x French Grand Prix titles
2x USA Professional Triathlon Champion	11x Credit Suisse Switzerland Pro Triathlon Series winner
Australian Triathlon Champion	
Australian Sprint Triathlon Champion	
Oceania Triathlon Champion	