Transwestern

Sports & Entertainment Advisory Group

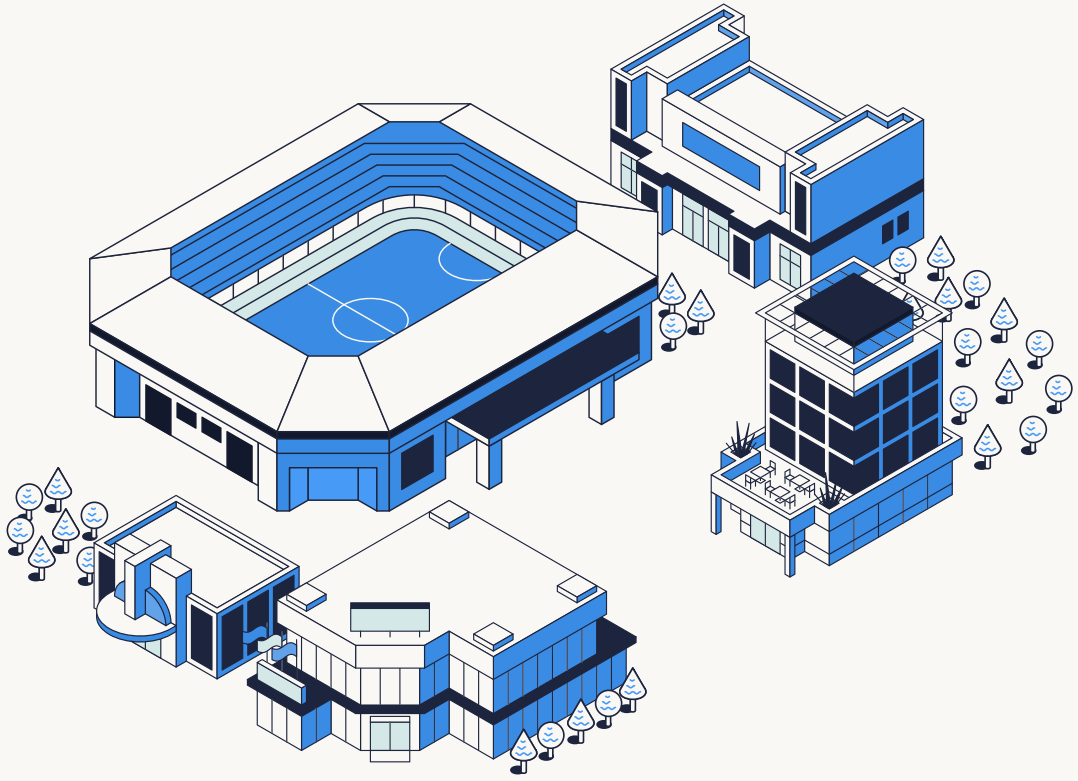
© 2026 Transwestern | Confidential & Proprietary | All Rights Reserved



Photo: Cosm, Dallas, TX

Trusted Partners

For 48 years, Transwestern's privately-held, people-powered real estate platform has empowered us to serve as trusted, end-to-end partners.



Transwestern Overview

Three Core Competencies, One Full-Service Real Estate Solution

Transwestern is a privately held, people-powered firm driven by dedication and aligned to own the outcome for clients, investors and partners.

INVESTMENTS

$10.1B

IN ASSETS MANAGED ITD

- Capital Markets
- Asset and Portfolio Management
- Investment Strategies and Solutions
- Investment Analytics

DEVELOPMENT

$10.8B

IN TOTAL DEVELOPMENT VALUE

- Fee Development
- Build to Suit
- Speculative Development

SERVICES

376M

SF LEASED AND MANAGED

- Asset Services
- Tenant Advisory
- Agency Leasing
- Project Management
- Capital Markets
- Receivership



35

Transwestern offices in the U.S.

2,300+

Transwestern team members

2

global alliance partners



BNP PARIBAS REAL ESTATE

Global business hubs

Why Transwestern Sports & Entertainment

We move with high speed across all aspects of a transaction thanks to domain expertise and market knowledge.

We are end-to-end partners with a full stack of service offerings designed to serve every need.

We don't have a learning curve:
we are experts in this field.

SBJ SPORTS BUSINESS JOURNAL

Tim Katt and Transwestern were named **Power Players in Mixed-Use Development** by Sports Business Journal. Read more »

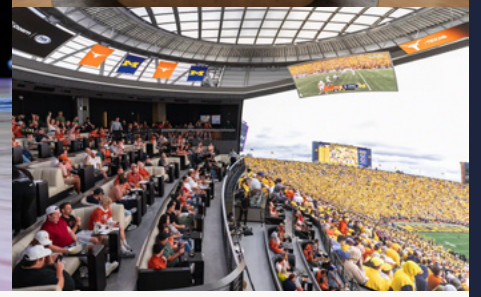












A SELECTION OF OUR S&E CLIENTS

Phoenix Suns · Unrivaled · TGL SoFi · Cosm · OTE · Phoenix Mercury · Los Angeles Sparks · Mecum Auctions · Boston Celtics · Houston Livestock Show and Rodeo

We are your dedicated team.

EXECUTIVE SPONSORSHIP

When you hire us, you get all of us. Senior Leadership is invested in every engagement and accountable to you.

SUPPORT & ADMINISTRATION

Drives day-to-day execution across projects services, client coordination, research, and marketing

SUBJECT MATTER EXPERTS

Leads every engagement with strategic direction, industry insight, and call-anytime support

Transwestern



Tim Katt
National Director & Managing Partner
Co-Lead S&E



Larry Serota
Executive Managing Director
Co-Lead S&E



Dan Migala
Head of Innovation, S&E
Strategic Advisor



Greg Dolan
Senior Analyst
Market Research



Stella Fiscus
Associate
Client Support



Matt Muscella
Project Services Director
Project Management



Eli Yarmy
Senior Associate
Client Support



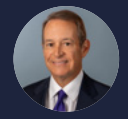
Katie Langdon
Senior Coordinator
Client Support



Larry Heard
Executive Vice Chairman



Carleton Riser
President, Development



Charles Hazen
President, Investments



Greg Munson
President, Services



Bruce Ford
Chief Operating Officer, Services

This is how we own the outcome.



Continuity

Throughout every phase of a project, you have the full support of the Transwestern Sports & Entertainment team, from early strategy to execution and delivery.



Expertise

Our team brings deep experience across sports and entertainment operations, real estate, and capital, providing informed guidance from day one.



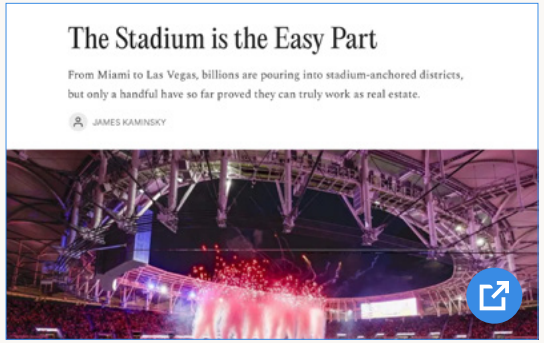
Innovation

Our team excels in projects that have never been done before, brining hands-on experience with emerging leagues, new formats and nontraditional venues.

Thought Leadership

Transwestern Sports & Entertainment drives the conversation on where sports, entertainment, and real estate meet. Our team of experts is regularly featured by industry media on venues, team facilities, and districts driving the next generation of fan experience.

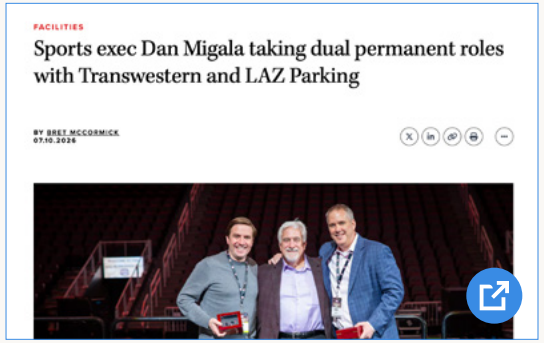
Thesis Driven

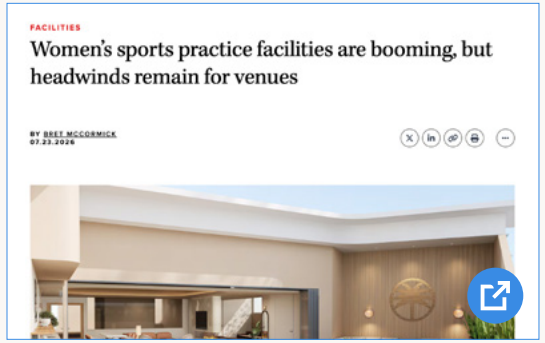


"The physical development is only half the story. The ongoing programming is what determines whether these districts become genuine neighborhoods or simply places people visit on game day."

– Tim Katt
National Director & Managing Partner

SBJ Sports Business Journal





"Finding the value unlocks and the deep understanding I have of how an owner thinks, that's really the play here. From my perspective it's about being a servant to the visionary owners. Thinking 10 years out, these are the value-unlocks. These are spaces that need deeper thought, need a deeper understanding of the fan experience, monetization, and design."

– Dan Migala
Head of Innovation, Sports & Entertainment

Rise of Sports Districts



"There is now a much greater willingness by ownership groups to invest [additional] capital in real estate and infrastructure. This direct investment approach allows for the ability to unlock new revenue streams both in premium experiences and mixed-use development."

– Tim Katt
National Director & Managing Partner

Transwestern Sports & Entertainment

We shape experiences.

MARKET SELECTION & GROWTH



LAND ACQUISITION & HQ/TRAINING FACILITY DEVELOPMENT



LAND ACQUISITION & HQ/TRAINING FACILITY DEVELOPMENT



REAL ESTATE SERVICES PROVIDER



REAL ESTATE SERVICES PROVIDER & GROWTH CONSULTANT



BUSINESS HQ DEVELOPMENT & REAL ESTATE SERVICES PROVIDER



REAL ESTATE SERVICES PROVIDER



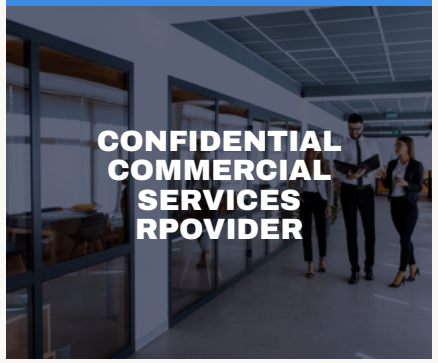
NATIONAL MARKET AND SITE SELECTION



FACILITY DEVELOPMENT & REAL ESTATE SERVICES PROVIDER



TENANT REPRESENTATION FOR 200 LOCATIONS IN ALL 50 STATES



Transwestern Sports & Entertainment

We solve your real estate needs.

Partnership

We **think like an owner and operator**, with our interests aligned with yours.

Consultation

We know **sports, lifestyle, and the blurred lines in between**.

Planning

We have the **vision and foresight** to see one, five and fifteen years ahead.

Capitalization

We **bring the right capital** together to fuel success in each market.

Execution

We **turn strategy into reality**, guiding projects through every phase of delivery.

Management

We plan with operations in mind to **create long-term value** from day one.

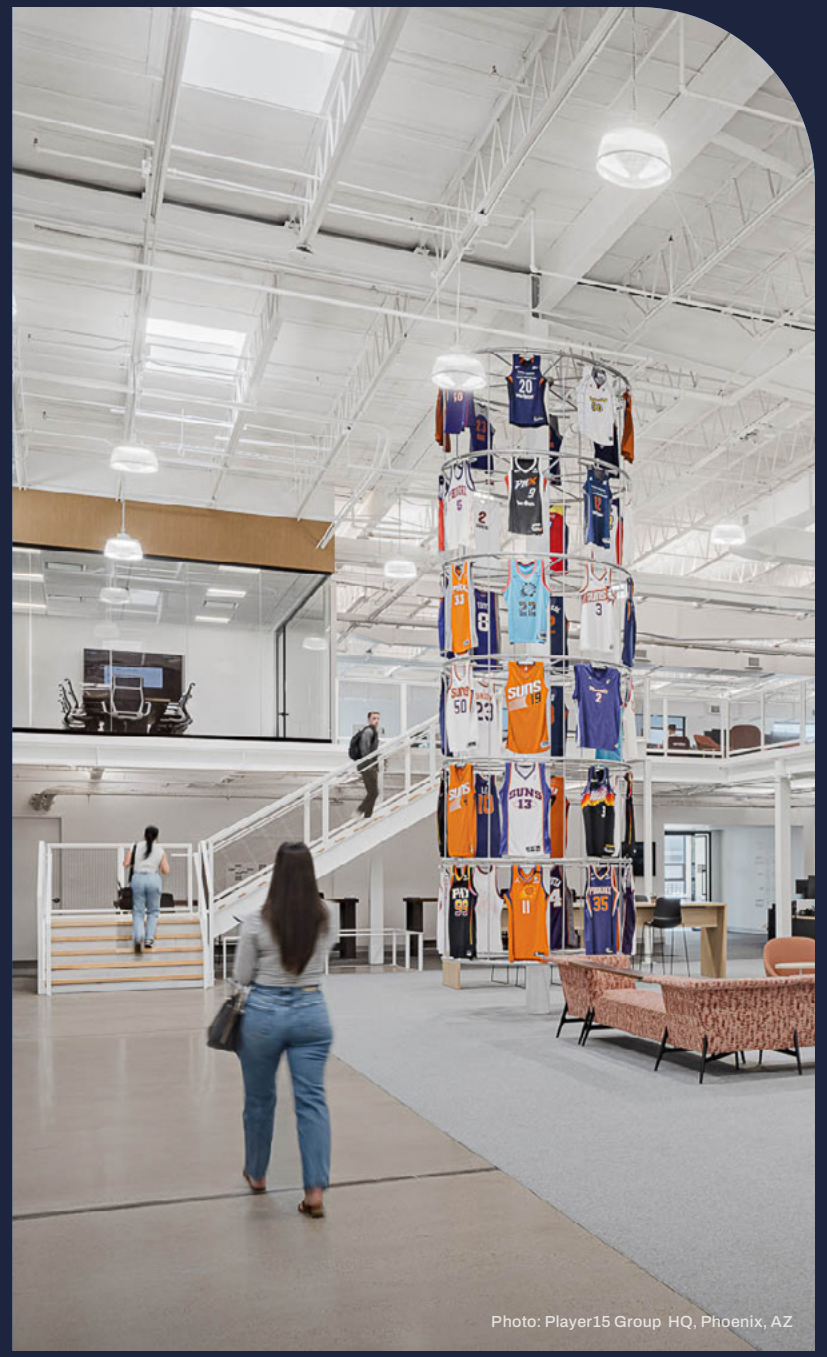


Photo: Player15 Group HQ, Phoenix, AZ

Expertise in Expanding Revenue



Dan Migala

Head of Innovation,
Sports & Entertainment

Experienced sponsorship executive with success across every major league



Eli Yarmy

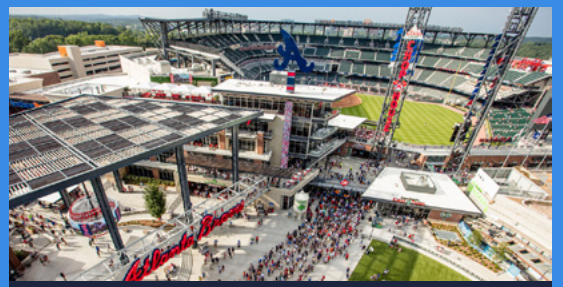
Senior Associate,
Sports & Entertainment

Sponsorship strategist with team and agency experience

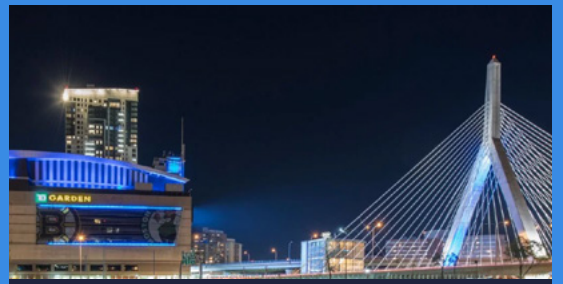
MULTI-CHANNEL REVENUE & PHYSICAL REAL ESTATE



DR. PEPPER + THE STAR



PAPA JOHN'S + THE BATTERY

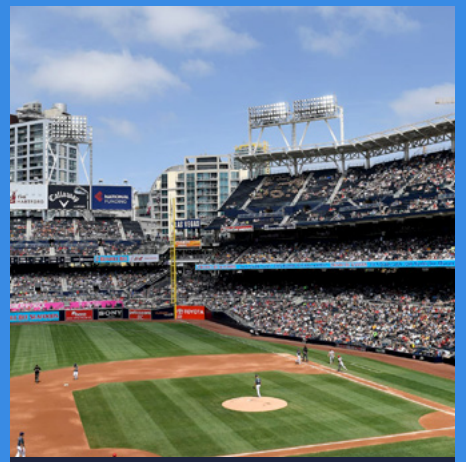


TD GARDEN NAMING RIGHTS

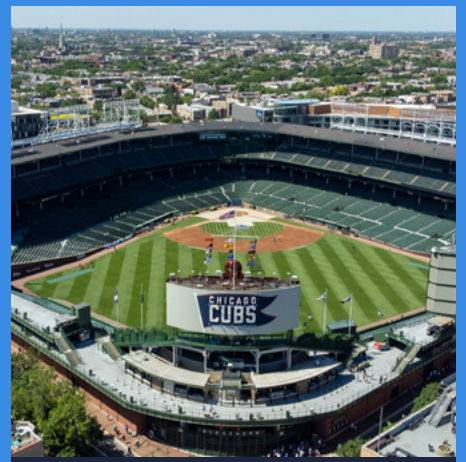
CREATIVE EXECUTIONS



7/11 + WHITE SOX



TAYLORMADE POLE + PADRES



GALLAGHER WAY + WRIGLEY



AUSTRALIA DAY + CAVS



SPORTS & ENTERTAINMENT

Client Stories

Phoenix Suns & Mercury

From brokerage and site assemblage to Owner's Rep and Project Services, Transwestern led the ground-up development of a new $100M practice facility for the Phoenix Mercury and headquarters for the Suns and Mercury. The development set a new standard for investment in women's sports through intentional, high-performance design.

400+
DESKS

58,000
SF PRACTICE FACILITY















NFL Flag

The NFL, TMRW Sports and Transwestern are evaluating proposals to pick an initial host city. Transwestern is also advising on a venue strategy to support the league's growth, using custom market evaluation models to determine long-term fit and future expansion possibilities.

TMRW Sports hires Populous and Transwestern to advance NFL Flag's physical footprint

Sports Business Journal, July 2026









Los Angeles Sparks

Transwestern is leading the site selection, acquisition and ground-up development of a new $150M practice facility for the WNBA's LA Sparks. The facility in El Segundo, CA, has an anticipated April 2027 delivery. This project represents the largest investment for a single team facility in history of women's sports.

6.39
ACRES

60,000
SQUARE FEET















"Working with Transwestern has been transformative, not only for our organization but for the future of women's sports. I am profoundly grateful for their partnership, their belief in this vision, and their unwavering dedication to turning what seemed only a possibility into actual progress."

Raegan Pebley,
Former LA Sparks GM

COSM

Transwestern is partnering with Cosm for a national rollout in select markets. We use our best-in-class broker model in select markets resulting in complex development/owner-direct deals. Cosm brings live sports, concerts, and other events to immersive dome venues through its “Shared Reality” technology and large-scale wraparound LED screens.

Sony Pictures invests $100 million in Cosm, takes minority stake

Reuters, June 2026











Confidential Commercial Services Provider

Transwestern is providing tenant representation for an office portfolio of 2.1 million square feet across 200 locations in all 50 states.









THE ST·JAMES

The St. James

Transwestern has been engaged to lead The St. James' national rollout in select markets. Anchored by its 450,000 SF flagship complex in Virginia, The St. James offers high-performance training, immersive wellness experiences, and an innovative college preparatory sports academy.











Unrivaled

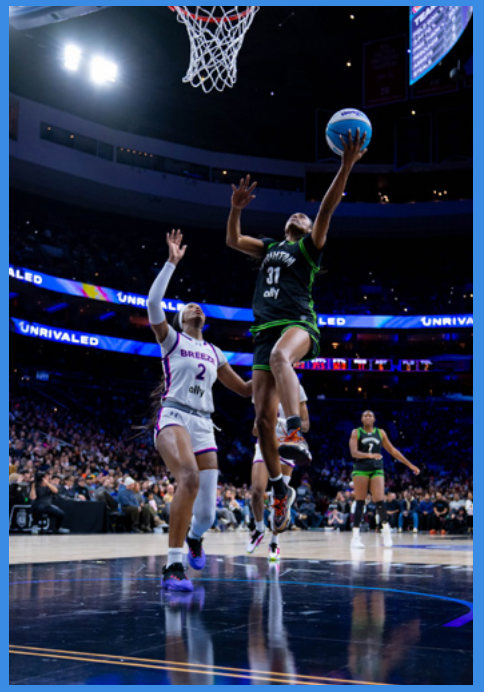
Transwestern Sports & Entertainment serves as Unrivaled's real estate partner, leading the market and site selection process and carrying that work through land acquisition and development. Reaching a $650 million valuation in only its third year, player-owned 3-on-3 league is rewriting the script for women's sports.

Unrivaled Oversubscribes Series C Fundraise Led by Ten Pillars Sports Fund, Exceeding $100 Million Target at New League Valuation of $650 Million

Reuters, June 2026







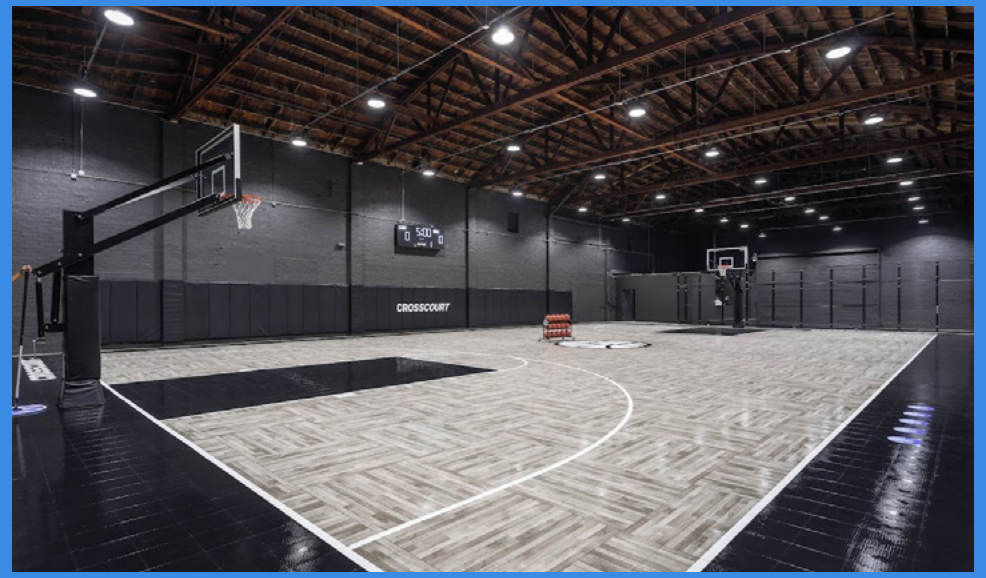




CROSSCOURT

Crosscourt

Transwestern was hired to scale Crosscourt, a basketball inspired social club built around thoughtfully designed spaces and known as the Soho House of Basketball, across the US. As part of this growth, Cross Court is expanding to Little River in Miami through an adaptive reuse urban infill project that is emerging as a leading center for culture, cuisine, and the arts.











Mecum Auctions

Transwestern is advising on a comprehensive real estate strategy for Mecum Auctions, the largest and most recognized collector car auction company in the world. Mecum offers collector cars at live auction events around the United States, attracting buyers and sellers from around the globe.







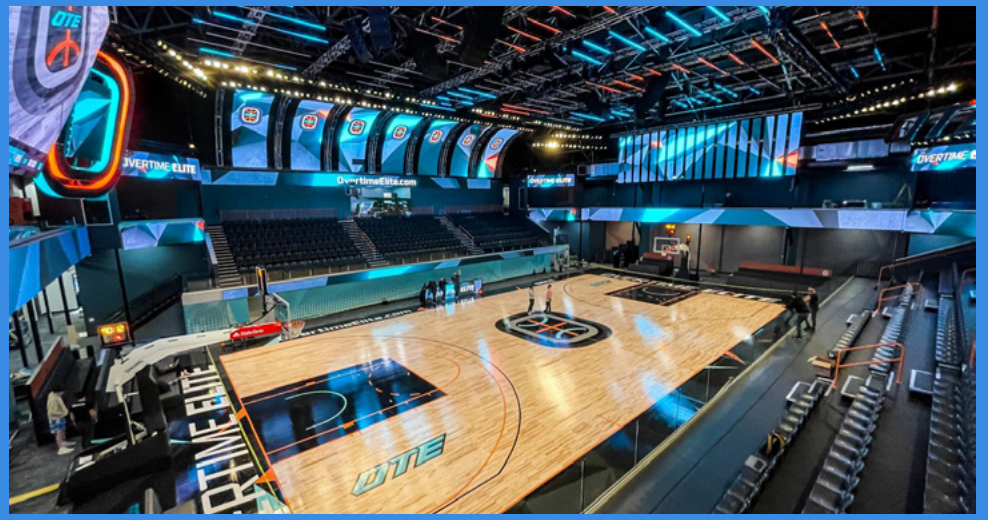


OTE

OTE Arena

Transwestern led the development of a state-of-the-art, 103,000-square-foot basketball performance and training facility in the heart of Atlanta. OTE Arena is home to Overtime Elite and Overtime Select basketball leagues.















Transwestern

All in. All ways.

Larry Serota
Executive Managing Director
Co-Lead, Sports & Entertainment
(312) 881-7038
larry.serota@transwestern.com

Tim Katt
National Director & Managing Partner
Co-Lead, Sports & Entertainment
(212) 537-7691
tim.katt@transwestern.com

Dan Migala
Head of Innovation, Sports & Entertainment
(720) 889-4634
dan.migala@transwestern.com