



RHAEGAR JR. V. PSG

STALLIN' OR BALLIN'

GENERAL INFORMATION

Rhaegar Jr. is a world-renowned football player, born in the favelas of Sao Paolo, Brazil. His breakout season came in 2012 where he was the top scorer with his boyhood club, Davos, and shined for the Brazilian national team in their undefeated streak all through 2012. He was immediately recognized by European scouts, who tried to tempt him with multi-million dollar deals. He moved to the European giant, FC Starcelona, for a transfer fee of 56 Million euros. After a successful four-year stint at Starcelona, he deemed it fit to take the next step in his career.

Pantheon Saint Grand ("PSG") is a Football Club playing in the French Ligue 1. It has been a force to reckon with for the past several decades in all of Europe. After a rough patch in the mid-2000s, the club has managed to win 20 national titles, with huge investors coming in from the Middle East. In the past few years, however, PSG lost the shine it had once acquired, with Europe's best footballers refusing deals with the club. PSG resorted to paying huge numbers in wages, in an attempt to get the creamy layer of players. The investors, unhappy with the performance of the club despite huge infusions, started pulling out. PSG had locked eyes on Rhaegar, as they felt a strong forward attack was all that was lacking in their, otherwise solid, line-up. PSG decided to trigger the buy-out clause for Rhaegar, which was set by Starcelona at a staggering 200 million euros. Unable to fund it on their own, they sought help from their official kit sponsor, Maike.

Maike is one of the biggest sports goods manufacturer in the world. It is heavily invested in the business of sponsoring clubs by becoming their official kit manufacturer. Maike was on the lookout to expand its business in its European market and thus entered into a long term deal with PSG for an annual fee of 30 million euros. Rhaegar finally joined PSG in the Month of July 2016.

Maike had a vested interest in this deal. While Rhaegar was important to PSG as a player, and a crucial addition to their forward attack, Maike viewed Rhaegar as their rebranding model in its European markets where it had begun losing ground due to a dwindling number of football stars on its roster of ambassadors. Therefore, they funded this deal to add Rhaegar, paying 40% of his wages, roughly amounting to €14.4 million of his €36 million salary. This made him the highest paid player in the world, a tag he cherishes.



The signing seemed like a match made in heaven with Rhaegar earning a bumper salary, PSG performing very well in Europe and Maïke making great money out of Rhaegar in the market as planned.

However, things did not stay the same. Rhaegar, after a fantastic start to life in France, hit a dry spell where he did not score or assist a single goal for 10 consecutive matches. His performances continued to deteriorate. PSG returned to its dismal performances in Europe and the overall blame was attributed to the misfiring Rhaegar. The general attitude of the fans, management and teammates towards Rhaegar also deteriorated.

Subsequently, in an interview during this tumultuous period, Rhaegar spoke of harassment and unfavorable treatment being doled out to him. His exclusion from key training exercises, being benched in crucial matches in favour of less experienced players. The management and the coach of the club not only failed to take active steps to prevent this, but were, at times, manifestly complicit in these acts of mistreatment. He broke down crying while talking about his performances and spoke of how the treatment of the club and its management had led to this present situation.

In the midst of this mess, Rhaegar's endorsements have played a huge role in helping him retain his image in the footballing world. Significant endorsements include the energy drink Red Bull™, Fillette, and Treats by Dr. Dre. Not only have these endorsements helped him stay positive about his position, but has also facilitated the way for opening newer avenues in terms of awareness for his footballing camps for the underprivileged.

With the continuing poor run in domestic and European competitions, the management of the club continued to bench Rhaegar and played younger and inexperienced players. It was safe to say Rhaegar's dream run in Paris had become a nightmare. With the conclusion of the season in May 2019, Rhaegar went back to his homeland for a brief vacation. However, at the beginning of July when all players were supposed to report to start training for the forthcoming season, Rhaegar remained AWOL. In the middle of July, Rhaegar and his representatives filed a lawsuit against Pantheon Saint Grand and its owners on account of, *inter alia*, harassment he faced over the past season.

PSG has requested the present mediation. Rhaegar has begrudgingly given his acceptance for the same. While PSG is being represented by its general counsel and the Chairman of its board, Rhaegar Jr. will be accompanied by his agent, Mr. Pablo.