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## ECB opens process to secure private investment into The Hundred

The England & Wales Cricket Board (ECB) has opened the process to secure private investment into the eight teams in The Hundred.

[The initial announcement](#) of the process sparked global interest from a variety of investors for the annual short-format competition that is held across some of cricket's most iconic venues.

Since the inaugural season four years ago, The Hundred has delivered on its ambition to attract new fans to cricket. More than two million people have

now attended The Hundred, including over one million attending the women's competition.

The Hundred has also drawn significant revenue into the game, showcased some of white-ball cricket's best global men's and women's players and provided a platform for emerging talent to launch their international careers.

With the competition now thriving, incoming investors will act as strategic partners for its future success, bringing best-in-class knowledge and expertise to grow the popularity of The Hundred with fans and players around the world.

Over the coming months, the ECB will work collaboratively with the host County Cricket Clubs to assess the suitability of prospective partners, their values and their ambitions for the team of interest, as well as the wider competition.

Announcements of investment into The Hundred are expected to be made in 2025.

The proceeds from the sale will be shared across the recreational and professional game, securing its long-term financial sustainability across England and Wales and upholding the growth of women's cricket and the grassroots game.

The ECB is being advised by co-lead financial advisers Deloitte and the Raine Group to ensure prospective bids fulfil the ECB's ambitions for funds raised through the sale process to underpin the long-term growth of the recreational and domestic professional game. Latham & Watkins and Onside Law LLP have also been engaged as legal co-counselors.

ECB Director of Business Operations Vikram Banerjee, who is leading the process on behalf of ECB and the wider game, said:

“Since announcing our intent to launch this process, we've received a phenomenal level of interest from a diverse mix of investors globally. Our priority over the coming months will be to select partners that share our passion and vision for the future of The Hundred, with expertise to take the competition to the next level. Whether that's through creating unforgettable

matchday events, engaging new fans, enhancing international awareness of the competition, or other areas.

“This marks the most significant private investment opportunity in the history of cricket in our country and there’s never been a better moment for partners to engage with our sport. Cricket’s global appeal continues to soar and in England and Wales we’ve seen engagement with the sport hit record levels. We are excited about the future of The Hundred and the opportunity we have to build an iconic competition for players and fans, while underpinning the long-term growth of the domestic game.”

## **About The Hundred**

- First launched in 2021, over two million people have now attended The Hundred. In 2024, the one million landmark for fans attending The Hundred women’s competition was passed and the competition once again broke the global record for total attendance at a women’s cricket competition, with 320,000 fans in attendance this year alone.
  - In 2024, records were also broken for women’s attendances at seven of the competition’s eight venues – Emirates Old Trafford, Headingley, Sophia Gardens, Utilita Bowl, Trent Bridge, The Kia Oval and Lord’s.
  - In total, 540,000 tickets were sold for The Hundred’s fourth year, with 31% of those fans women, 23% juniors, and 41% families.
  - Of those ticket-buyers in 2024, 30% were new to cricket and, across the four years of the competition, The Hundred has welcomed over 400,000 junior ticket-holders through its doors.
  - The Hundred’s eight teams are situated in iconic global venues – Birmingham Phoenix (Edgbaston), London Spirit (Lord’s), Manchester Originals (Emirates Old Trafford), Northern Superchargers (Headingley), Oval Invincibles (The Kia Oval), Southern Brave (Utilita Bowl), Trent Rockets (Trent Bridge), Welsh Fire (Sophia Gardens) - and include both a men’s and women’s squad.
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