

Summary & Decision protocol



ICE eo Generalassembly 2023/24

DATE: Thursday, February 1st, 2024

PLACE | TIME: Salzburg – Hotel Castellani | 12:00 – 17:30 pm

Participants:

Jochen Pildner-Steinburg

Karl Safron

Franz Kalla

Johannes Schwaiger

Oliver Pilloni

Christian Gross

Bernd Vollmann

Markus Meraner

Viktor Szelig

Günther Hanschitz

René Dimter

Helmut Schlögl

Peter Nader

Jochen Schenk

Andreas Schwab

Martin Winkler

Piercarlo Mantovani

Chiara Rigoni

Anže Ulčar

Mark Sever

Robert Miklauschina

Alexander Gruber

Reinhard Grüner

Christian Feichtinger

Gudrun Haugender

Katharina Wiesenberger

Dieter Jaros

Axel Bammer

Michael Seif

Alois Grill

President

League Vicepresident

League Vicepresident | VIC

KAC

KAC

PIV

G99

HCB

AVS

HCI

RBS

RBS

BWL

PUS

VSV

VSV

ASH

ASH

HKO

HKO

ICE – Justice commission

ICE – Justice commission

ICE – Financial Consultant

ICE – League Manager

ICE - Finance

ICE - Protocol

ICE – Media Rights + Marketing

ICE – Organization + Translation

ICE – Press

LOYS - Guest

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A. Organization

1. Welcome

- Welcome by President KR Mag. Pildner-Steinburg
- Determination of attendance/quorum (powers of attorney are available/have been checked)

B. Determination of attendance / quorum

- All ICE clubs are represented locally by authorized officials
- the necessary authorizations are available
- All 13 league clubs are present at the General Meeting through authorized representatives/general managers
- 12 clubs and the league president are entitled to vote (13 votes in total)
- The voting quorums are presented by Dr. Miklauschina
 - $\frac{1}{2}$ majority = 7
 - $\frac{2}{3}$ majority = 9
 - $\frac{3}{4}$ majority = 10

2. Allocation of applications

- No applications were received by the application deadline on 1/29/2024 | 12:00

3. Confirmation of the minutes of the GA 2023

VOTE #1

Confirmation of the minutes of the ICE-GA of 6/7/2023

JES: 12 | NO: 0 | CONTAINMENT: 1 (VSV)

DECISION:

The minutes of the ICE-GA are confirmed without dissenting votes.

C. Report of the President

- League president refers to document collection in the data room
- Presentation to the league's managing director

D. Report of the League Manager

- GF refers to the report submitted by the management and the league organization
- No questions were asked about this report
- The current spectator report as of 29.01.2024 is presented (+12% compared to the previous season)
- GF explains the current status of data security for league data | Dr. Miklauschina confirms the procedure presented and compliance with the DSGVO
- A hard drive with data as of 29.01.2024 is handed over to Dr. Miklauschina for safekeeping
- Currently, Finance Officer Reinhard Grüner has direct access to the ICE data drive and therefore all ICE data via MS Teams
- The availability of the Situation Room via the sports lounge and the club access points is explained and is also guaranteed at all times in the event of a failure/unavailability of the physical ICE Situation Room
- The detailed description of the data backup structure and the availability of the Situation Room are uploaded to the GV data room
- Update Status Puls24 by Dieter Jaros
 - Puls24 does not exercise option (1/31/2024)
 - Alternative options in the event of the Puls24 exit have already been evaluated in advance
 - Talks with potential future partners will be held from the 3rd week of February
 - Jaros refers to summary of moving image marketing from TheRIA
 - Market environment "more positive" than in previous years according to TheRIA assessment
 - live.ice.hockey is the league's own platform for the commercialization of the current Puls24 games
 - The prerequisite for successful remarketing is no "negative PR" by league and club officials
 - Negotiation window for TheRIA + Jaros 6-8 weeks
 - Press release coordinated with Puls24 will be published after the end of the meeting | Communication exclusively by league president/league GM
 - TheRIA + Jaros coordinate with the moving image commission (Schwaiger, Kalla, Schwab, Schenk) before talks begin
- The current status of ICE streaming (GD1-GD45) is presented by DJ | the detailed data is included in the session presentation and available for download in the ICE data room

- In the course of the discussion, it is once again noted that the visibility of the ICE product must be taken into account in negotiations with potential partners, as both the league sponsor and club sponsors need the ICE to be as visible and available as possible
- The current situation with the "Public Situation Room" and the betting signal marketed by Sport radar is explained | the decision to set up the Public Situation Room, which is accessible to W2D customers, was confirmed by the AGM as part of the confirmation of the current title sponsor agreement (additional value ~ EUR 200 thousand)
- The experiences from the workshops with the NHL and NBA as part of a trip to NY together with W2D are presented by the GM
- W2D offers the prospect of an additional budget of EUR 150-200 thousand for measures to increase reach at league and club level instead of a (contractually unagreed) index adjustment of the current sponsorship contract
- The proposals for the reach-enhancing measures and the actual procedure will be coordinated and elaborated by the League Management with the ICE Marketing Committee

E. Report of the ICE Financial Officer | Estimates 24/25

- Reinhard Grüner presents the ICE income/expenditure statement 2024/25 and the resulting club costs and the comparison with the 2 previous seasons based on the report "B2 | Finances" (as of 6.12.23) submitted and available for download in the data room
- The ICE reserves and reserves as well as the income and expenditure are shown in detail in this report
- The league manager provides additional information on the entrance fees paid in the two previous seasons as well as the expected development of the ÖEHV fees and the resulting additional amount to be paid by the league clubs in order to balance the league budget
- With the additional payment from the clubs shown, it is not necessary to draw on the ICE reserves
- The elimination of the Puls24 license fee is not taken into account in the forecast planning (as of 6.12.2023) | the "counter-financing" in the event that no new TV license partner can be found is shown in the present report with the projection of income from streaming marketing on live.ice.hockey
- If no adequate replacement for the TV partner and no streaming income can be realized for the approx. 45 current Puls24 top matches in the league, the additional payment/costs per team will increase from the currently planned approx. EUR 70 thousand to around EUR 100 thousand per club
- This amount largely corresponds to the additional payment amount calculated as part of the variant planning in the ICE&SHINE project in summer 2021 following feedback from the club managing directors and the decision in favor of the maximum variant

- From the point of view of the League President/Presidium, a decision is needed on how to proceed in the future and how and which costs can be saved
- The additional amount shown also includes the average referee costs for a league season as well as the pro rata ÖEHV fees (note: referees ~ EUR 60 thousand/club | ÖEHV ~ EUR 30 thousand/club), which are to be paid by the league as the association no longer charges the clubs directly (payment behavior of some league clubs...).
- The costs per league match (league organization + referees + association fees) are ~ EUR 8 thousand per match, based on the number of league matches (max. 367).
- In summary, the financing requirement for the 2024/25 season with income of ~ EUR 2 million and total expenses of ~ EUR 3 million is currently around ~ EUR 1 million | in the "worst case" ~ EUR 1.3 million (if no income from TV or streaming)
- In the discussion following the presentation, it is noted that the actual problem of the league lies on the revenue side and that, compared to the seasons with Servus TV and ERSTE Bank, league revenues have effectively been halved. However, it must be taken into account that the elimination of ERSTE Bank has also eliminated the exclusivity for the banking sector for the teams and thus additional revenues can be generated directly by the clubs in a potentially revenue-strong sponsor category
- - The additional marketing opportunities offered by a cup competition in soccer are also currently not available to ICE as the product is apparently not interesting enough - which is why the current repositioning is so important
- The revenue-increasing (new TV license partner/own marketing streaming | int. TV licenses | W2D - "grow the bubble" | play-off sponsoring | bank + insurance league sponsor | mobility sponsor | data marketing) and expense-reducing measures (future association license fee | retention of referee - match fees | savings in league organization) shown in the meeting presentation are presented/explained by the CEO
- On the subject of federation fees, there are positive signals from the Italian association that it will also be able to contribute to a reduction in costs in this area in future as a possible "licensor" vis-à-vis the IIHF

F. ICE Repositionierung

- Explanation / presentation by Alois Grill | the presentation "ICE-Repositioning II" is available for download in the ICE data room in the folder Follow Up - Reports
- The most important points from the presentation at a glance:
 - The biggest challenge for ICE is to find a common path for the future
 - The ICE-Hockey League has a future
 - Advertising, cosmetic repositioning measures do not help the league - not even an anniversary...
 - You need a common goal that you believe in | ...that you are working towards | ...that you are training for | ...that is perspective and future | ...where old rifts are filled in
 - The current regulatory and organizational structure has no future
 - The solution: Establishment of ICE-Management and Marketing GmbH
 - In addition, uniform quality standards and guidelines (sporting | organizational | financial | infrastructural | marketing | legal) are required in order to participate in the ICE
 - In terms of communication, the logo design needs to be revised and an "ICE25" anniversary campaign (created by Creative Tactics) is required
 - Campaign idea: Home of Heroes | Detailed information and layouts are shown in the LOYS presentation
 - The next necessary steps: Decision in principle in favor of GmbH | Definition of a REPO core team and working groups | Restart with 2025/26 season
- Lois Grill's presentation is followed by a detailed discussion in which the advantages and disadvantages of the GmbH solution presented, and the further procedure are discussed. The most important contributions to the discussion summarised:
 - The decision-making processes are currently very long, and it is very difficult, if not impossible, to find a strategy with 13 clubs
 - An organizational structure is needed that shortens the current long decision-making processes and ensures that the League can react quickly to changes and current needs.
 - A discussion about the future organization must also consider or include the ice hockey federation, and the inclusion or participation of the ÖEHV in the league must at least be examined.
 - There are two possible approaches regarding the GmbH solution | GmbH replaces previous association or association continues to exist and founds a GmbH whose sole shareholder is the ICE association.
 - The question of whether a limited company with 5 supervisory board members - who then decide in favor of the league in a different way than before - must be discussed and it must be established whether this is actually what the owners want

- Before a final decision is made, all factors relevant to tax law, social security law and earnings must be examined
 - The aim is to find the optimal organizational structure and to answer the question of what the owners actually want in advance | only when this question has been clarified should the task be given to the lawyers to work out and propose the optimal legal form for the future organization of ICE
 - A review must be carried out with regard to the possible loss of the non-profit status of ICE member associations | ICE currently only pays for actual service hours and the responsibility for personnel and timely completion of the defined tasks lies with the service provider
 - Not only the reorganization and finding a new organizational structure must be dealt with urgently, but also the real repositioning of the ICE brand and the external appearance of the product - to the fans - must be driven forward | the reorganization package (GmbH) is an additional/new topic | the original topics/work packages (moving image marketing - streaming and TV | sponsoring ring | platform etc.) must be dealt with and processed by working groups
- After the discussion between the ICE clubs, a vote is held on the question of whether the proposed repositioning process should be continued, in particular with the task of finding the optimal organizational structure for the ICE Hockey League in the course of an open-ended process, and whether the proposed ICE25/Home of Heroes campaign and logo revision should be implemented. At the same time, LOYS will draw up a road map in consultation with the league's management, which will be divided into the following repositioning packages: Re-organization | Moving Image Marketing | Sponsoring | Communication lists the necessary achievements/measures along a timeline. Working Groups are to be convened for the individual subject areas or existing committees are to be commissioned/assigned to work on them.

VOTE #2

Continuation of repositioning with search for optimal organizational structure

JES: 12 | NO: 0 | CONTAINMENT: 1 (VSV)

DECISION:

The repositioning process, including the search for an optimal organizational structure and implementation of the ICE25/Home of Heroes campaign and logo refresh, will continue. A road map with the milestones for the individual areas of responsibility will be drawn up by LOYS in consultation with the league management and sent to the clubs once it has been finalized/approved.

G. ICE Club Licensing

- In the course of the admission of new clubs in recent seasons and currently after the pandemic, situations have repeatedly arisen where economic problems of ICE clubs have been discussed in public.
- Due to these incidents, the ICE Presidency has given the order to evaluate the licensing programs in other ice hockey leagues. The overview of the NLA and DEL licensing programs is summarized in the meeting presentation.
- The ICE currently has no licensing procedure, the damage to the ICE product caused by recurring negative reports is considerable | there is no planning security for league game operations.
- A possible solution could be the introduction of at least a "rough" annual audit of the clubs' economic management by independent auditors according to jointly defined key performance indicators (KPIs).
- Following the presentation of the reference models, the topic is discussed in detail. The most important opinions are summarised:
 - An audit by independent auditors has already been carried out in the course of the new admissions | Possibility of further expanding these procedures and carrying out the audit accordingly for each season and for each club
 - A "light" audit by the Legal Commission should be considered on the basis of jointly defined key figure
 - A voluntary audit commissioned by the club itself - as had to be provided in the course of the handling of the COVID support fund - would be a quick and, above all, for the league organization with little effort and direct league costs, which can also be implemented promptly
 - Before a catalogue of key figures is drawn up, a fundamental decision needs to be made as to whether a licensing procedure is desired
 - A licensing procedure - however it is handled in detail - is also a positive, externally presentable measure by the league and shows that the product is actively working on economic stability
 - If a license is required, this requirement must also be reflected in the League statutes.
- After a detailed discussion, the basic willingness of the clubs to introduce a licensing procedure is queried and the order is given to the Presidium and the league management to make appropriate proposals for the actual possible procedure, which will then be presented to the eo GA and, if necessary, submitted for resolution.
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VOTE #3

Club licensing wanted in principle?

JES: 11 | NO: 0 | CONTAINMENT: 2 (VSV und BWL)

DECISION:

Club licensing is generally desired by the eo GA. Documents from the NLA and DEL will be made available to the clubs.

H. ICE-Statutes NEW

- The commissioned SOKO reviewed the feedback received from 5 league clubs after the 2023 GA and incorporated it into the current draft version (as at 9/28/2023).
- After the revised statutes were sent out, additional questions (KAC|RBS) were received and answered by TheRIA in the moving image section and also sent to the clubs
- The ICE presidency did not recommend by a simple majority - using the President's right of delegation - that the current version of the Articles of Association be confirmed, as it did not contain or update essential points
- The additions/changes discussed at the AGM are summarized below:
 - Revision | reformulation of the composition of the league presidium | 3 or 5 members | in any case an odd number | with 3 members, 1 vice-president is elected by the AUT clubs and 1 vice-president by the INT clubs | with 5 members, 1 vice-president is elected by the AUT clubs and 1 vice-president by the INT clubs, 2 vice-presidents are elected by all clubs | the president is always elected by all clubs (AUT+INT).
 - Procedure for registration for participation | automatic registration if no deregistration takes place by January 15th | the financial estimate for the following season must be sent to the clubs at least 6 weeks before the deadline for registration
 - Description of how the regulations of the ICE Gamebook (basic rules and detailed regulations) are created | Gamebook must follow statutes
 - Clarification of the voting relationships for the allocation of moving image rights
 - Clear wording that all clubs assign their moving image rights for centralized marketing upon entry or participation in the league
 - Detailed definition of marketing rights in connection with the granting of video rights
 - Incorporation/adoption of the clarifications and details recommended by TheRIA in the area of moving image rights
- After extensive discussion, the following procedure is put to the vote as proposed by the league president: the points discussed will be incorporated by the SOKO Statutes into the current draft of the statutes (as of 28 September 2023) and, after completion, sent to the league clubs for resolution by circular resolution

VOTE #4

SOKO Bylaws incorporates the points discussed. The revised version is sent to the league clubs -> Decision by circular resolution.

JES: 13 | NO: 0 | CONTAINMENT: 0

DECISION:

Eo GA approves the proposal regarding the revision and further procedure of the ICE-Statutes NEW.

I. CHL

- The CHL Board's proposal for the amendment of the CHL governance structures has been made available for download in the AGM data room
- This new structure (5 instead of 9 Board members, 2 of whom are external) is to be implemented with effect from the 2024 AGM (June) | an international "Nomination Committee" will be convened to find the new Board members - AUT's representative on this committee will be Christian Feichtinger after consultation with the Executive Committee and ICE Founding Clubs RBS and VIC
- The meeting presentation lists the key points of the shareholder agreement confirmed by ICE before the start of the CHL project | first cancellation option - February 2028 | ICE has an obligation to send the league champion and the qualified clubs to the competition (DUTY TO PLAY) | obligation to pay damages in the event of non-participation | with CHL AGM resolution 2019 confirmation of Infront contract = CHL exclusivity on Tuesday match days
- Presentation of the international ice hockey calendar (available for download in the ICE data room) | League start 2024/25 due to Olympic qualifying tournament in August 2024 = FR 20.09.2024 | League start 2025/26 = FR 12.09.2025 - still open: ICE procedure in February 2026 with Olympic tournament

J. Women's Project

- The W2D-Womens Hockey League concept is available for download in the ICE data room in the Follow Up Report folder
- The arguments in favor of implementing this project together with the ÖEHV and the Hungarian Ice Hockey Association are listed in detail. | Demand from public sponsors/title sponsor...
- W2D has promised a sponsorship contribution of EUR 100-120 thousand for an Austrian championship competition within the EWHL
- Goal: ICE clubs in WWHL | but no obligation for ICE clubs

- League is organized as an association | ICE with 5 votes equal to ÖEHV and HIHF | Proposal EUR 5 thousand/vote = EUR 25 thousand for ICE
- Adjustment of the presented cost plan to the actual available budget is necessary and possible to ensure league operation
- No hidden organizational costs for ICE | if ICE personnel or infrastructure are used, appropriate compensation is required (as with AHL)
- Women's project helps to fulfil the requirements of public funding bodies/public sponsors/ICE title sponsors in the most cost-effective and therefore simplest way possible
- After discussing the information presented and debating the pros and cons of a women's project, the ICE clubs agree to press ahead with this project, with the proviso that this women's league project must be cost-neutral and that additional organizational costs and expenses must be covered by and from the project budget, and that further communication and coordination for implementation will be carried out with the ÖEHV and W2D by the league president and CEO.

VOTE #5

Continue the women's league project, provided that this is cost-neutral for ICE Hockey League.

JES: 13 | NO: 0 | CONTAINMENT: 0

DECISION:

GA agrees to pursue the women's league project. However, this must be/remain cost-neutral for the ICE Hockey League.

K. Miscellaneous

- KAC asks/requests league organization to discuss the issue of hall bans again with the responsible authorities as problems with rowdies have increased in the recent past.

End of meeting: 5:30 p.m.