



Dear Season Ticket Holder

CHAIRMAN'S MESSAGE

On behalf of everyone at Dundee United, I hope you and your family have managed to stay safe and well during the unprecedented circumstances we have all endured over the last 12 months.

The joy we all shared in achieving promotion back to the Premiership last season has been severely tempered by supporters, including me, not being able to attend matches. We also faced various challenges in our first season back in the top flight since 2016.

Despite the uncertainty at the time regarding Covid-19 restrictions and the fact we faced a lengthy and costly legal challenge to our right to be promoted, supporters backed the Club with a record number of season tickets sold last year. I cannot thank you enough for this financial support, including the fundraising efforts and hard work undertaken to help cover the cost of the legal case.

In defiance of these challenges, Dundee United has continued to adapt and flourish with a positive campaign in our first Premiership season. Our Academy achieved and maintained Elite status while producing an industry-leading home learning syllabus, and a UEFA award recognised our community work through DUCT.

The players and coaching staff were all looking forward to playing in front of our supporters again this season, as the excellent, passionate backing we receive is integral to any success. Playing in empty stadiums has been very difficult at times without our '12th Man' behind us. We therefore cannot wait to welcome everyone back to Tannadice next season.

The financial impact of Covid-19 on Scottish football has been massive, and the impact on our Club is well-documented. With no match day income and other revenue streams being significantly affected, we have had to dig deep to cover this vast shortfall in our budget.

Internally, staff and players at the Club agreed to take temporary wage cuts. Externally, the financial support we have received from both the Dundee United Supporters Foundation and individual supporters continues. The most recent example being over 10,000 sales of virtual match tickets. We know everyone is united and continues to show they will do whatever it takes - for that I am grateful.

Season ticket sales form a very substantial part of the Club's income, and the level of season ticket sales has always had a major influence on our budget for the playing squad. This will undoubtedly be the case this season, and as we look to improve our standing in the Premiership and continue the progress we have made, there will be a need to be further investment this summer in the playing squad.

In setting out the pricing structure for 2021/22 season tickets, the Club has recognised that our supporters who bought season tickets in 2020/21 have not received full value from the

package. Despite watching the streams on DUTV, we know that nothing can replace being right there in the stadium.

We are also acutely aware that the Covid-19 pandemic has not only had a significant impact on the football club but has had far-reaching consequences within our local communities. Many of our supporters will be suffering financial hardship as a result, and this is reflected in our decision-making.

However, it is vitally important that we look to match last year's season ticket sales. Therefore, more than ever, I would ask you to renew your season ticket, and I would also urge you to please waive any right to take a credit for the current season.

Set out in the attached document are the key elements of this year's season ticket campaign. It is important to note that before finalising the season ticket campaign for 2021/22, we sought input from the various United supporter groups through the DUSG. Within the pricing structure we addressed many of the relevant points and ideas that they raised.

I hope you will see we have tried to make season ticket prices as affordable as possible while providing some additional benefits to soften the blow of you not attending matches in the current season.

Lastly, In holding season ticket prices at last year's Early Bird prices during the Loyalty Period, the Club is foregoing normal inflationary price increases, as well as maintaining prices at a level that keeps season tickets available at a cheaper price than back in 2016. When you complete your season ticket renewal you will be asked if you wish to donate an additional amount to the Club, in recognition that the Loyalty Period prices do not reflect the true value of the season tickets. For example, an Eddie Thompson Lower season ticket is only £295 in the Loyalty Period, which equates to less than £16 per match. It is entirely your decision to make this donation, and how much you donate, but if you can afford it, please donate an amount that reflects at least the 10% price increase that we would have applied this year if we were not mitigating costs for supporters because of Covid-19.

Thank you for taking the time to read this letter. Please continue to support the Club by renewing your season ticket. United, we can relentlessly do whatever it takes to pursue our shared goals.

I look forward to us all being back inside Tannadice for the new season.

Best wishes to you all. Go United!

**Mark J Ogren,
Chairman
Dundee United FC**



SEASON TICKETS – 2021/22

Key Objectives of 21/22 Season Ticket Campaign

The key objectives of this season ticket campaign for the Club are:

1. To reward season ticket holders for their loyalty by offering them the opportunity to re-new at a price that is no more than what they paid last season and with additional unique benefits.
2. To enable season ticket holders to spread the cost by paying over several months.
3. To recognise that some of our supporters will want to utilise the credits due to them for last season and facilitate this.
4. To offer a discounted early-bird period to attract new season holders.
5. To maximise the number of season tickets holders and the Club's financial budget for 2021/22.

To achieve these objectives we have set out the campaign into three separate periods:

Loyalty Period - from 22nd March to 30th April

Only current season ticket holders can renew for season 2021/22 during the Loyalty period at a price that will be no more than what they paid last year, with all prices being in line with the Early Bird renewal prices for last season – only £295 for Eddie Thompson Lower. For those supporters that bought a new season ticket in 2020 this means that they will actually pay less this year (e.g. for Eddie Thompson Lower this will be a £40 saving).

Supporters renewing in the Loyalty period will also receive some tangible benefits, including a unique special edition DUFC scarf, free admission to a Legends match that the Club is planning on holding this summer, and a 15% discount voucher to be used in our retail or on-line store.

During the Loyalty period, season ticket holders can opt to spread the cost of their ticket either over 4 months with no fees or interest charges, or over 10 months with a fee of only 8% of their renewal amount. (Finance is of course subject to application and approval by our new finance partners V12 Finance). For an Eddie Thompson Lower season ticket this works out at £53.10 for the first payment and then only £29.50 per month on the 10 month payment plan.

Based on current UK and Scottish government projections regarding the lifting of Covid-19 restrictions, we are confident that the stadium will be open to supporters by the start of the 2020/21 season. However, in the event there are limits placed on the number of spectators

allowed into games, season ticket holders who have renewed during the Loyalty period will be given priority over other season ticket holders if a ballot is required to allocate seats for specific matches.

Early Bird period – from 3rd to 31st May

As in previous years, we will have an Early Bird period with discounted prices, which is mainly aimed at new season ticket holders, as we hope most fans renewing will do so in the Loyalty period.

There is a finance option of paying over 6 monthly instalments with a finance charge of only 6.1% of the ticket price.

Current season ticket holders will have their seats protected until the end of the Early Bird period on 31st May.

Standard Price period – from 2nd June

All unsold seats will be available for open sale from 2nd June, and prices will revert to full price from this date.

There is a finance option of paying over 6 monthly instalments with a fee of only 6.1% of the ticket price.

Credits for Closed Door Matches in 2020/21

While we are asking all season ticket holders to waive their right to a credit for season 2020/21 to maximise the Club's financial budget for next season, and we are offering attractive prices and benefits to supporters renewing in the Loyalty period, we fully understand that some of our supporters will have suffered financially from the Covid-19 pandemic and they will want to utilise the credits due to them in renewing their season ticket for 2021/22.

If you do wish to claim a credit for the 2020/21 season then please contact the season ticket office to obtain a voucher code that you will then input online during the renewal process, and this will apply the credit to the amount payable.

The voucher code will only be valid for use from Wednesday 2nd June 2021, but you should apply for it in advance.