

## HORROW SPORTS VENTURES POWER 100 (2017-'18)

Rank	Athlete	Sport	Total POWER*
1	James Harden	Basketball	96.93
2	Stephen Curry	Basketball	95.63
3	Kevin Haavik	Motorsports	95.56
4	Alex Ovechkin	Hockey	94.77
5	Russell Westbrook	Basketball	94.52
6	Rafael Nadal	Tennis	94.21
7	Justin Rose	Golf	93.99
8	Gianluigi Buffon	Basketball	93.89
9	Rory McIlroy	Golf	93.88
10	LeBron James	Basketball	93.86
11	Cassius Williams	Tennis	93.86
12	Roger Federer	Tennis	93.57
13	Russell Wilson	Football	93.44
14	Tom Brady	Football	93.16
15	Caro Alvarez	Boxing	93.01
16	Anthony Davis	Basketball	92.73
17	Ezekiel Elliott	Football	92.57
18	Antonio Brown	Football	92.47
19	Novak Djokovic	Tennis	92.36
20	Patrick Mahomes	Football	92.27
21	Cris Justino	MMA	92.22
22	Freddie Freeman	Baseball	92.09
23	Joey Logano	Motorsports	91.77
24	Francisco Lindor	Baseball	91.71
25	Justin Thomas	Golf	91.69
26	Javier Baez	Baseball	91.64
27	Daniel Cormier	MMA	91.62
28	Angelique Kerber	Tennis	91.41
29	Chase Elliott	Motorsports	91.05
30	Juan Martin del Potro	Tennis	90.76
31	Khabib Nurmagomedov	MMA	90.06
32	Petra Kvitová	Tennis	89.93
33	Paul George	Basketball	89.47
34	Connor McDavid	Hockey	89.16
35	Mookie Betts	Baseball	89.12
36	Keris Durant	Basketball	88.08
37	Amanda Nunes	MMA	87.91
38	Manny Machado	Baseball	87.84
39	Eli Tomlinson	Football	87.34
40	Drew Brees	Football	87.11
41	Rickie Fowler	Golf	86.65
42	Jimmy Butler	Basketball	86.40
43	Devin Booker	Basketball	86.31
44	DeAndre Hopkins	Football	86.31
45	Elinor Doolittle	Tennis	86.22
46	Tenneca Crawford	Boxing	86.00
47	Andrew Luck	Football	85.97
48	Davante Adams	Football	85.75
49	DeMar DeRozan	Basketball	85.54
50	Lesi Thompson	Golf	85.31
51	Le'Veon Bell	Football	84.73
52	Jimmy Graham	Football	84.68
53	Melvin Gordon	Football	84.61
54	Christian Yelich	Baseball	84.42
55	DeMarcus Cousins	Basketball	84.36
56	Jordan Spieth	Golf	84.19
57	Whit Merrifield	Baseball	83.94
58	Ben Roethlisberger	Football	83.73
59	Joel Embiid	Basketball	83.67
60	Valentina Shevchenko	MMA	83.63
61	Cam Newton	Football	83.50
62	J.D. Martinez	Baseball	83.17
63	Damian Lillard	Basketball	83.04
64	C.J. McCollum	Basketball	82.72
65	Simone Biles	Olympics	82.57
66	Karolina Pliskova	Tennis	82.40
67	Aaron Rodgers	Football	82.36
68	Grigor Dimitrov	Tennis	82.34
69	Klay Thompson	Basketball	82.15
70	Dominic Thiem	Tennis	82.14
71	Larry Fitzgerald	Football	82.08
72	Mia Holloway	MMA	82.06
73	Kyle Busch	Motorsports	82.00
74	Patrick Laine	Hockey	81.39
75	Kyrin Irving	Basketball	81.16
76	Todd Gurley	Football	80.84
77	Martin Truex	Motorsports	80.78
78	Rovus Kookka	Golf	80.75
79	Gennady Golovkin	Boxing	80.69
80	Leonard Fournette	Football	80.58
81	Carson Wentz	Football	80.51
82	Caroline Garcia	Tennis	80.08
83	Tiger Woods	Golf	80.07
84	Lakewood Aldridge	Basketball	80.06
85	Alexander Zverev	Tennis	80.03
86	Victor Oladipo	Basketball	79.95
87	Justin Verlander	Baseball	79.74
88	Jarvis Landry	Football	79.59
89	Alex Bregman	Baseball	79.54
90	Giancarlo Stanton	Baseball	79.48
91	John Wall	Basketball	79.06
92	Tyron Woodley	MMA	78.49
93	Shane Bieber	Tennis	78.45
94	Kati Burch	Motorsports	78.37
95	Scottie Kennett	Baseball	78.08
96	Bradley Beal	Basketball	77.82
97	Cecilia Braekhus	Boxing	77.62
98	Eric Reid	Football	77.27
99	Dak Prescott	Football	77.06
100	Charlie Blackmon	Baseball	76.54

\* Includes a sport-specific multiplier based on popularity and viewing audience

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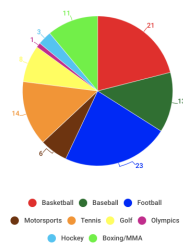
HORROW P100 2017-'18 RANKINGS  
 By: Tanner Simkins

**INFO**  
 In its eighth consecutive installment, The POWER 100, our proprietary annual ranking of the most powerful athletes in sports, uses a complex statistical model to accurately compare performance and influence through on-field and off-field attributes. This metric is collectively known as POWER, and enables equitable comparison across otherwise incomparable sports. The 2017-18 POWER 100 focuses on long-established sports and the U.S. market specifically. Key indicator statistics were used as predictors of performance per sport. Statistical weights varied with impact. And for sports lacking indicator statistics, such as tennis and golf, relevant rankings were used. Together with our global distribution partner, Thomson Reuters, we have committed to strategically scheduled updates as we approach the Rio Games. We have set aside soccer until this time. This year, on-field attributes comprise 50% of the athletes' POWER. The remaining 50% is based on off-field components like social media presence as measured by MVPindex. Combining on-field (50%) and off-field (50%) attributes yields the POWER score. Athletes are then ranked based on POWER to find the TOP 100.

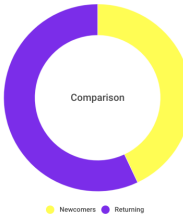
### Gender Breakdown



### Sport Specific Count



### This Year vs Last



### Interesting Athletes Over Past Years

Athlete	Sport	Current Year	2016	2015	2014	2013
LeBron James	Basketball	10	3	1	1	1
Kyle Bryant	Basketball	ret.	ret.	84	36	5
Keris Durant	Basketball	36	10	5	3	1
Drew Brees	Football	40	17	56	7	4
Aaron Rodgers	Football	67	19	63	10	1
Roger Federer	Tennis	12	18	18	21	1
Payton Manning	Football	ret.	ret.	NR	41	1
Nevak Dikicic	Tennis	19	20	3	12	1
Miguel Colabella	Baseball	NR	99	75	26	1
Michael Phelps	Olympics	ret.	61	NR	NR	1
Maria Sharapova	Tennis	NR	NR	19	31	2
Tom Brady	Football	14	63	12	45	1
Tiger Woods	Golf	82	NR	NR	76	1
Simone Williams	Tennis	NR	13	4	20	1
Rory McIlroy	Golf	9	29	9	4	1

Methodology Recap  
 On Field: Scoring algorithm uses sport specific indicator statistics. The index also includes a multiplier based on popularity and viewing audience of that sport.  
 Off Field: blends three social media metrics. Components include reach, engagement, and conversation yielding overall social media footprint.

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