How much is LeBron James’ initial USD 6.5 million investment in Liverpool FC worth today?

May 5, 2025. Paul L.



NBA star LeBron James’ initial USD 6.5 million investment in English Premier League side Liverpool Football Club would now be worth over USD 100 million in less than 15 years, fueled by the team’s success both on and off the pitch, including trophy wins and major commercial growth.

James’ involvement with Liverpool FC began in 2011, when he acquired a two percent minority stake. While Forbes valued Liverpool FC at around USD 552 million in 2011, LeBron James’ two percent stake cost only USD 6.5 million, implying a much lower valuation of approximately USD 325 million.

Instead of purchasing shares at full market value, James formed a strategic partnership with Fenway Sports Group (FSG). As a high-profile investor expected to enhance Liverpool’s global brand visibility, James likely received a discounted rate in exchange for his marketing influence and promotional value.

Private minority stakes in sports franchises often sell below headline valuations, especially when the investor contributes significant non- financial assets like global branding power. However, the exact terms of James’ agreement have never been publicly confirmed.

In March 2021, James converted his direct Liverpool stake into a broader one percent ownership stake in FSG, gaining exposure across FSG’s diversified sports and media portfolio.

Since then, Liverpool’s valuation has soared to an estimated USD six billion following the club’s 20th Premier League title win in April 2025. It’s important to note that this USD six billion figure is a forward-looking projection based on anticipated future growth and not an official sale price, according to The Investment League.

Had James retained his original two percent stake in Liverpool, it would now be worth approximately USD 120 million.

LeBron James ROI with FSG stake

However, James’ 2021 conversion to an FSG partnership shifts the focus to FSG’s broader valuation. According to Forbes, FSG was valued at USD 12.95 billion in 2024—a 25 percent increase from the prior year. Based on this valuation, James’ one percent stake is now worth approximately USD 129.5 million, delivering a nearly 20-fold return on his original investment. It’s worth noting that there is no publicly available information confirming whether James invested additional capital when he became an FSG partner.

Liverpool’s financial performance remains central to this growth. In 2024, Liverpool

generated USD 719 million in annual revenues and posted operating income of USD 102 million.

Revenue streams included approximately USD 97 million from matchday earnings, USD 282 million from broadcasting, and USD 340 million from commercial activities, while maintaining a debt-to-value ratio of just three percent.

Paul has been covering finance, markets, and emerging technologies since 2017, with a focus on both cryptocurrency and traditional stock market analysis. At Finbold, he delivers timely reports on market trends, price movements, and economic developments, blending data-driven insights with accessible reporting. His work—spanning stocks, blockchain, and broader financial topics—has been referenced by multiple well-known media outlets, reflecting his credibility and experience in the space.

Liverpool FC Valuation Growth

Note: The 2020 valuation is an estimate due to unavailable data during COVID-19 disruptions. The 2025 figure is a forward-looking projection, not an official valuation, based on the 2024/25 Premier League win and anticipated commercial growth.
Source: Forbes, TIL Estimates

