**London Stock Exchange**

# Business Update

## 4GLOBAL PLC

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**4GLOBAL PLC**

*("4GLOBAL" or the "Company")*

**Business Update**

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4GLOBAL, a UK-based data, services and software company focused on major sporting events and the promotion and measurement of physical activity, issues the following update ahead of the Company's Annual General Meeting taking place at 10.00 a.m. today.

The Company's strategy is based on four core focus areas:

1. To land new clients and expand relationships with existing clients;
2. International expansion into the North American and the European markets;
3. Strategic partnerships and targeted acquisitions;
4. Data commercialisation.

*Landing new and expansion of current clients*

Since IPO, 4GLOBAL has successfully executed on its strategy to expand current services clients into long term data and technology engagements, such as Everyone Active to whom we provided data services around demand modelling and now they have licensed our platform and data as well as other products to generate critical insight for their business.  Similarly, the Company continues to build out its recurring revenue model with data and technology clients most notably we have expanded our contract with a number of clients to include new products like the newly launched demand modelling tool V2.0.

*International expansion*

4GLOBAL already operates in multiple markets including the Middle East and Latin America with its services clients. Its stated goal at IPO was to expand the data technology plus services offering into new international markets. Current growth with existing and new clients is partly driven by our successful international expansion in three new geographical markets enabling it to replicate its UK proprietary data technology licencing and services model.

*North America and EU entry secured*

USA - in Q2 the Company secured an agreement with the US division of a current UK technology and data strategic partner to pilot Data Hub with its six biggest clients with over 100 leisure facilities across a variety of US states. This relationship provides the foundation for the US expansion in line with its plan.

Canada - in February 2022, the Company secured a contract with the Fitness Industry Council of Canada (FICC). This partnership will enable the roll out of the full data hub suite to key client targets across Canada. FICC membership is comprised of key Canadian activity stakeholders including leisure facility owners and governing bodies.

These two strategic partnerships provide a cost-effective entrance into the whole North American market for the full recurring data software and services model that the Company currently operates in the UK.

Europe - the integration of our datahub in the European Market is near completion and to date there is integration with over 10,000 sites via a strategic partnership contract with Europe Active. Like the FICC, Europe Active is comprised of all of the key activity stakeholders including leisure facility owners and governing bodies across all EU countries. This total addressable market is five times the size of the UK.  Similar to North America, the Europe Active strategic partnership provides the entry point for the EU element of our international expansion in line with the Company's plan.

*Strategic acquisitions*

In line with its stated strategy of potentially acquiring profitable £1-3m turnover companies, management has identified a number of technology and data companies which are of interest.  Key criteria for any potential acquisition remains that they would allow 4GLOBAL to grow its client portfolio in key target geographical markets whilst at the same time bring complementary data and technology.

*Data commercialisation*

One of 4GLOBAL's biggest assets is the data the Company holds in the DataHub. 4GLOBAL is empowered by its clients, as data owners, to analyse their customer data and give back critical business insight applying the highest data privacy standards.

As data becomes more important for organisations across multiple sectors, Datahub will increasingly play a role in providing privacy compliant data insights for multiple industry use cases. To date 4GLOBAL has identified a number of pilot projects to commercially apply these anonymised data insights in the insurance and life and health markets.

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