

RNS Contract

## New Contract Win

### **4GLOBAL PLC**

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("4GLOBAL" or the "Company")

#### **New Contract Win**

4GLOBAL, a UK-based data, services and software company focused on major sporting events and the promotion and measurement of physical activity, is pleased to announce that it has been awarded a circa \$500k contract with the Peruvian government commencing immediately. c\$100k of the contract is expected to be delivered and recognised in the current financial year ending 31 March 2022 with the balance due next year.

4GLOBAL has been appointed as one of a team of technical delivery partners (known as the "Koulu Consortium") to work alongside the UK Government to provide specialised technical assistance to the Peruvian government on a major contract in Peru to create 75 new schools.

As a member of the Koulu Consortium, 4GLOBAL will provide its *Sport Intelligence* platform, data and know-how to assist in developing an active schools' framework to ensure the schools are as conducive to activity as possible and helping to activate the schools and connect with local communities.

This is the third UK-to-Peruvian-government arrangement in which 4GLOBAL has been involved, the first of which was within the framework of the Pan American and Para Pan American Games Lima 2019 which provided technical advice and monitoring in the construction of sports infrastructure and service management, considered to be a model for large infrastructure works.

The government-to-government agreement was signed by the British ambassador to Peru, Kate Harrison in representation for the UK Department of International Trade. On signing she said:

*"It is an honour that Peru has chosen the UK government and Koulu Consortium as its delivery partner to provide technical assistance in the development of the Bicentennial Schools Special Project. It is a great opportunity to support Peru in the year of its Bicentenary and to continue strengthening our partnership. The project will boost social infrastructure in education - an essential pillar supporting Peru's development process and investment in its people."*

#### **Eloy Mazon, Chief Executive Officer of 4GLOBAL, commented:**

*"We are delighted to have yet again been appointed to assist the UK Government providing technical advice on this significant Peruvian schools project and we very much look forward with enthusiasm to working with all parties to create outstanding outcomes. 4GLOBAL's appointment to this third project reflects the success of earlier projects where some outstanding results were achieved."*

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#### **About 4GLOBAL**

4GLOBAL is a UK-based data, services and software company focused on major sporting events and the promotion and measurement of physical activity. The Company uses its proprietary data and software solutions to convert data into actionable insight which enables clients to promote sports participation, to reduce physical inactivity and to achieve economic, social and healthcare outcomes.

The Company works with, and supports, a range of clients including governments (e.g. the U.K. Government and Sport England), cities and local authorities (e.g. Neom, Saudi Arabia, and Manchester, UK), sporting federations and activity providers (e.g. The Gym Group), to address the problem of physical inactivity, to produce significant and measurable health, social and economic benefits.

Historically, 4GLOBAL has used major sporting events as a catalyst to help address the issue of physical inactivity issue. Physical inactivity, the key problem addressed by the technology offering, is a global phenomenon. Across the globe, physical inactivity has yet to be met with concerted government action. Addressing this issue is an essential element of 4GLOBAL's potential growth. Its relationships with governments, and public and international sports bodies, makes 4GLOBAL ideally placed to provide a solution.

Over time, the role that these sports and sporting events play at national and city (or in the U.K. at local authority) level has evolved. 4GLOBAL management identified the London 2012 Olympics as a transformational point. Since then, increasing emphasis has been placed on leaving a "legacy" once the event has ended - economic legacy (in terms of transformation and regeneration of host cities), social legacy (in terms of improving local/national health, crime reduction, education improvements) and participatory legacy (to increase the participation in sport by the host country's population). 4GLOBAL's management realised that measurement and monitoring of these outcomes requires relevant data. As a consequence, the Company has built the *Sport Intelligence* platform, which tracks and manages activity data that has been collected and stored on the Company's *DataHub*, its GDPR-compliant database.

The Directors believe that demand for its offerings will continue to increase. This is driven by underlying growth in key channels to market, such as a long-standing relationship with the U.K. Government, and increased development of proprietary models that highlight the social return of investment in sport, rising health and social cost pressures, regulatory and technology change and continuing consolidation in the sports and technology services industry.

The Group also has a vision to capitalise on the transformation in the role of sport towards a wider public purpose around health and wellbeing through the promotion of physical activity, which in turn produces health benefits to people and society. In this way, and through its proprietary sports participation data platform, *Sport Intelligence*, the Company differentiates itself from more generalist sports and/or health technology and services businesses.

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