

RNS Miscellaneous

Admission to AIM and first day of dealings

4GLOBAL PLC

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7 December 2021

4GLOBAL PLC

("4GLOBAL" or the "Company")

Admission to AIM and first day of dealings

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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, is pleased to announce that admission to AIM will occur and dealings in its ordinary shares will commence at 8.00am today, 7 December 2021 ("Admission"). Dealings in the Company's ordinary shares will commence under the ticker 4GBL. The ISIN number is GB00BLH36N37 and the SEDOL is BLH36N3.

GLOBAL 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.

Since inception 4GLOBAL has been involved in an impressive array of major sporting events ranging from the 2021 Tokyo, 2016 Rio and 2012 London Olympics to the 2020 UEFA European Football Championships, the 2015 Rugby World Cup and the 2019 Pan American Games.

The Company currently works with, and supports, a range of clients to address the problem of physical inactivity, to produce significant and measurable health, social and economic benefits. These include four separate categories:

- Governments (e.g. the U.K. Government and Sport England);
- Cities and local authorities (e.g. Neom, Saudi Arabia and Manchester, U.K.);
- Sporting federations (e.g. the Football Association 'FA') and
- Activity providers (e.g. The Gym Group).

On Admission, the Company will have a market capitalisation of circa £24 million following a successful placing and subscription to raise £4 million at an issue price of 91 pence per share.

The proceeds of the fundraising receivable by the Company, together with the Company's existing cash resources, will be used to accelerate the Company's growth including, inter alia, to acquire complementary businesses/product lines, further development of the Company's technology platform and to provide additional working capital.

Spark Advisory Partners Limited is acting as Nominated Adviser and Oberon Capital as broker to the Company. The Company's Admission Document is available to view from the Company's website <http://www.4global.com>.

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

"We are delighted to have achieved this key milestone for the Company and to welcome our new and supportive shareholders alongside us in our growth journey. We are deeply committed to our mission of promoting wider physical activity in the communities in which we are involved and we very much look forward to accelerating our growth plans with the benefit of our AIM listing.

"The Board is pleased with the current trading performance of the Group which has been enhanced by the recent multi-million pound contract with Sport England to license our technology platform. Management is excited about the future prospects of the business as it looks to exploit its the potential business opportunities which it has identified over coming years."

For further information please contact:

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About 4GLOBAL

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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, U.K.), 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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