

RNS Agreement

Fitness Industry Council of Canada Partnership

4GLOBAL PLC

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("4GLOBAL", the "Company" or the "Group")

Partnership between 4GLOBAL and Fitness Industry Council of Canada

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 entered into a partnership agreement with the Fitness Industry Council of Canada ("FIC").

Under the agreement FIC will work with 4GLOBAL to develop 'DataHub Canada' utilising its extensive network of 6,000 facilities with over six million members across the country. 4GLOBAL will contribute its technical expertise and digital infrastructure and will develop a Social Value Calculator ("SVC") in partnership with Sheffield Hallam University tailored for the Canadian health and leisure markets (see notification on 17 January 2022). The *DataHub Canada* will be used to generate reports and analysis specified by FIC and provide a market entry platform for 4GLOBAL. These reports will in turn be used to develop a shared communications programme and for FIC to promote the partnership and its associated tools and learnings amongst its extensive Canadian user base as well as its Federal and Provincial lobbying efforts.

This partnership will significantly increase the global capacity of the Company's *DataHub* which is currently in excess of 1.2 billion of data points of how sport is consumed in UK, Europe and other international markets in South America and Middle East. It will also allow the Company to market its existing products to central government, cities and private operators following the same business model that it has successfully implemented in the UK and Europe.

Eloy Mazon, Chief Executive Officer of 4GLOBAL commented:

"The partnership with FIC is a tremendous opportunity for us to extend our database into the huge North American market and will provide the potential for additional revenues for 4GLOBAL. We are very much looking forward to working with the FIC team and supporting them to achieve their social value objectives."

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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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