

NS Miscellaneous

## **PARTNERSHIP AGREEMENT WITH TECHNOGYM UK**

### **4GLOBAL PLC**

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### **4GLOBAL PLC**

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

#### **Partnership agreement with Technogym UK**

4GLOBAL, a UK-based data, services and software company, is pleased to announce the signing of a strategic partnership agreement to exploit a multi-million pound opportunity with the fitness equipment and digital health provider Technogym to work with their existing and mutual clients to enhance their data insight solutions.

Technogym UK is a world leader in the fitness sector with over 35 years of wellness innovation and has developed a Wellness Lifestyle ecosystem, Mywellness, which allows operators to create communities among their members and manage programmes and workout data while providing multiple touch points on one account.

4GLOBAL will provide a bespoke Fitness Dashboard, which will allow sport and leisure operators greater focus to understand the needs and interests of its members who are using Mywellness.

The agreement, which covers the UK initially, will provide sport and leisure operators with a greater focus to understand the true impact and social value generated by their Mywellness members, both inside and outside facilities. For Technogym, this provides insight that directly validates the impact of their products on the market.

Technogym customers will be able to purchase a 4GLOBAL Fitness Dashboard showing a selection of Technogym-focused KPIs along with the Social Value generated by Mywellness to its customers. This is drawn from 4GLOBAL's industry-leading Social Value Calculator, developed in partnership with Sheffield Hallam University.

The Fitness Dashboard developed for Technogym will provide executives and managers with timely, accurate and actionable business insights to increase operational efficiencies and manage resources effectively, while maximising their return on investment and uncovering new revenue opportunities.

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

*"We are delighted to have partnered up with a world leading organisation to strengthen our market expansion plans. This partnership will make it easier for customers in the UK to have access to our world leading products and data providing them invaluable insights about their business and their customers."*

*"Technogym is a pioneer in using data to increase productivity for operators and improve fitness for customers, so our two companies are a natural fit to further our understanding of how to encourage more people to be physically"*

*active. The insights we will generate together promise to be a game-changer for the sector."*

**For further information please contact:**

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