LONDON STOCK EXCHANGE

An LSEG Business

Reach　　　Non Regulatory Reach Announcement

ARTIFICIAL INTELLIGENCE AND MACHINE LEARNING TRIAL

4GLOBAL PLC

Released 07:00:07 13 September 2023

RNS Number : 2198M
4GLOBAL PLC
13 September 2023

13 September 2023

4GLOBAL PLC

("4GLOBAL" or the "Company")

Artificial Intelligence and Machine Learning Trial

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 it is launching an Artificial Intelligence ("AI") and Machine Learning Trial with Places Leisure. Artificial Intelligence and Machine Learning is transforming the leisure industry, completing tasks in a time efficient and accurate manner.

Places Leisure, as part of Places for People, is one of the UK's leading social enterprises, welcoming over 30 million members to around 100 health and wellbeing facilities across the UK annually. Its attractive spaces encourage communities to play sport, socialise and engage in physical activity.

4GLOBAL's aim is to understand how the role AI and Machine Learning techniques can influence the sport / physical activity sector by deriving actionable insights in the following areas: membership cancellation risk identification, understanding the drivers of retention and targeted intervention opportunities.

4GLOBAL's insight solutions, powered by AI and Machine Learning models built on billions of data points from active individuals captured in the DataHub, will harness robust historical data analysis and reliable predictive analytics. These solutions aim to generate actionable insights for health and fitness operators, enabling them to address critical business questions with precision and gain a competitive advantage.

The insights derived from this trial will enable 4GLOBAL to integrate and enhance predictive data models across various DataHub products, expediting the adoption of AI and machine learning within the sports and physical activity sector.

Eloy Mazon, 4GLOBAL's CEO, commented:

"*At 4GLOBAL, we are committed to drive innovation and unlock the power of data with the cutting-edge technology to assist our clients and partners in transforming their businesses digitally and achieving sustainable growth. By leveraging the capabilities of AI and machine learning, health and fitness operators can craft a highly personalised, immersive, and efficient member experience, resulting in heightened customer acquisition and enhanced retention rates.*

"*Our ongoing trial in collaboration with our longstanding DataHub member, Places Leisure, provides an invaluable opportunity to explore various scenarios aimed at addressing pivotal business objectives and enhancing the value proposition for their members, ultimately extending membership length and increasing overall customer lifetime value.*"

For further information please contact:

| **4GLOBAL** | c/o IFC Advisory |
| Eloy Mazon (CEO) | |

Spark Advisory Partners - Nominated Adviser   0203 368 3554

Neil Baldwin

Canaccord Genuity Limited - Broker   020 7523 8000

Bobbie Hilliam

IFC Advisory   0203 934 6630

Graham Herring / Zach Cohen

About Reach announcements

Reach is an investor communication service aimed at assisting listed and unlisted (including AIM quoted) companies to distribute media only / non-regulatory news releases such as marketing messages, corporate and product information into the public domain. An RNS Regulatory announcement is required to be notified under the AIM Rules for Companies.

This information is provided by Reach, the non-regulatory press release distribution service of RNS, part of the London Stock Exchange. Terms and conditions relating to the use and distribution of this information may apply. For further information, please contact rns@lseg.com or visit www.rns.com.

RNS may use your IP address to confirm compliance with the terms and conditions, to analyse how you engage with the information contained in this communication, and to share such analysis on an anonymised basis with others as part of our commercial services. For further information about how RNS and the London Stock Exchange use the personal data you provide us, please see our Privacy Policy.

END

NRAUUONRORUKAAR

London Stock Exchange plc is not responsible for and does not check content on this Website. Website users are responsible for checking content. Any news item (including any prospectus) which is addressed solely to the persons and countries specified therein should not be relied upon other than by such persons and/or outside the specified countries. Terms and conditions, including restrictions on use and distribution apply.