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CONTRACT WINS

[4GLOBAL PLC](#)

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4GLOBAL PLC

("4GLOBAL" or the "Company")

Contract Wins

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 contracts in the Middle East and in Guadalajara, Mexico.

The contract in the Middle East covers data, insight and knowledge applications for one of 4GLOBAL's long standing strategic partners. The contract has a value of US\$290k and will be delivered and recognised in the current financial year.

The contract in Mexico is awarded with the Guadalajara Convention and Visitors Bureau in the City of Guadalajara, one of the sixteen venues of the 2026 FIFA World Cup. Under the contract, 4Global will assist making investment decisions and assess whether investments are achieving the criteria with regards to social impact thanks to the use of 4Global's data and social value calculator product that was developed in collaboration with Sheffield Hallam University. The Social Value Calculator is designed to give leisure providers a tool to measure and provide evidence of the social value created from investment in sport and physical activity. The contract value is for US\$250k and will be delivered and recognised in the current financial year.

Eloy Mazon, 4GLOBAL's CEO, commented:

"We are delighted to have been awarded these contracts which signify our commitment to excellence and dedication to delivering exceptional value to our clients. Our new business pipeline is strong, demand for our products and services is at an all-time high and we are confident of delivering further new contract wins."

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