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CONTRACT EXTENSION

4GLOBAL PLC

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

Contract Extension

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 a one year variation to year three of a its four-year multimillion pound Sport England Moving Communities contract; in partnership with Right Directions, Active Insight and Sheffield Hallam University. A significant proportion of 4GLOBAL revenue associated with the variation will be delivered and recognised in the current financial year.

Launched in March 2021, Moving Communities is a UK initiative driven to analyse data from the local leisure sector. This visionary project was initiated to support the National Leisure Recovery Fund, bolstered by £100 million of government funding, aiding the leisure sector's recovery from the challenges posed by the pandemic.

4GLOBAL will assist in the gathering of data and analysis to aid local authorities, leisure providers, and policymakers alike. By understanding performance and comparing it with national, operational, and neighbouring benchmarks, vital insights will be gained. These insights will play a pivotal role in making strategic decisions, guiding the allocation of time, effort, and resources where they are needed the most. Ultimately, these investments will benefit local communities and target audiences in need of assistance.

This contract variation also marks a significant expansion of 'Moving Communities Place.' This innovative expansion will see data collection reaching even further into communities, providing unparalleled insight into sport and physical activity participation. In particular, it will shed light on areas within Sport England's investment, paving the way for informed decisions and transformative actions.

Eloy Mazon, 4GLOBAL's CEO, commented:

"We are excited about this continued partnership and the positive impact it will have on our communities. Together, we are shaping a healthier, more active future for all. The purpose of the contract is to provide up-to-date and meaningful data and insight to inform decisions that will help to get communities moving."

"We are encouraged by Sport England's forward thinking approach to data and the insights that can be generated for Government and cities as it provides a template and opportunity to replicate 4GLOBAL's services in other territories in the world."

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