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U.S. SOCCER CONTRACT EXPANSION

[4GLOBAL PLC](#)

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

U.S. Soccer Contract Expansion

4GLOBAL, a provider of data and technology for sports, fitness and wellness organisations to investment decisions, is pleased to announce a significant expansion of its agreement with U.S. Soccer.

An Insight Solutions project will see 4GLOBAL provide the data, platform and strategic insights to better understand soccer facilities in the **United States**. The insights provided will be used by U.S. Soccer for strategy and legacy planning with a view to increasing grassroots participation and growing the game of soccer.

The expansion builds on the initial Insight Labs project completed earlier this year, which covered the entire country. The agreement is consistent with 4GLOBAL's strategy of building long-term, iterative relationships with clients through the data maturity lifecycle and uncover new opportunities to realise value from 4GLOBAL's data.

With North America being a key growth market for 4GLOBAL, U.S. Soccer is an important reference client. The Company is actively targeting other sport governing bodies in the region with a similar model and opportunities elsewhere, with the model being replicable across every football association in the world.

Eloy Mazon, 4GLOBAL CEO, said:

"Having a high-profile and ambitious organisation such as U.S. Soccer keen to expand its use of data is a testament to the value we add and the quality of the service we provide. The beauty of our model is the business benefits that can be derived from increased use of data, with the discovery of new opportunities."

natural part of the ongoing journey. We look forward to deepening our relationship with U.S. Soccer experience with them to expand our presence in the North American market, a key area of focus in o

Instrumental to our success in securing this expansion was our unique blend of data, technology coupled with our proven track record in the sector, including with the UK Department for Digital, Culture, Media and Sport; the Football Association of Ireland; and the Football Foundation.

It is pleasing to see that we are now taking our knowledge and expertise to new markets, enabled demand for these projects overseas. This underscores our confidence in the opportunity for further size and scale and we look forward to updating on further commercial progress in due course."

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About 4GLOBAL

4GLOBAL empowers sports, fitness and wellness organisations to make faster, smarter decisions for their customers and investments through data and actionable insights.

It operates the largest sport participation and facility database in the world, with more than 4 billion

Sourcing data from health & fitness operators, community programmes and other structured activities while drawing on information from GPS location updates and wearable devices, 4GLOBAL's unique data assets provides a holistic view of physical activity patterns.

4GLOBAL is at the forefront of predictive modelling and advanced analytics, with the insights enabling our customers to drive efficiencies, improve customer relationships and make more informed strategic decisions.

Its customers span both the public and private sectors, including central and local governments, cities, sports associations, health & fitness operators and sports clubs.

Key markets include North America, the Middle East and Europe. Its headquarters are in London and Istanbul.

4GLOBAL was founded in 2002 and listed on AIM in 2021 under the ticker 4GBL.

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