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NEW US STRATEGIC PARTNERSHIPS

[4GLOBAL PLC](#)

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4GLOBAL plc

("4GLOBAL" or "the Group")

New US Strategic Partnerships

4GLOBAL, a provider of data and technology for sports, fitness and wellness organisations to optimise operational and investment decisions, is pleased to announce the launch of strategic sale channel partnerships with Daxko LLC ("Daxko") and PerfectMind, Inc. ("Xplor Recreation"); each of which is renewable annually.

The partnerships are a key milestone in 4GLOBAL's expansion into North America, accelerating its entry into the facility operator market and unlocking significant growth potential for its 4GLOBAL Insight Platform and DataHub in the region.

Daxko is a leading US software and integrated payments solutions provider in the health and wellness sector. Through its partnership with Daxko, 4GLOBAL will enable non-profit wellness centres to quantitatively demonstrate the health benefits of their programmes, a growing requirement for securing funding.

Xplor Recreation offers software solutions for parks and recreation agencies to manage engagement and operational efficiency. The partnership will allow Xplor Recreation to offer its clients modules like 4GLOBAL's CitiHub, which provides actionable insights to address community needs and drive social impact.

Partnerships are an integral aspect of the Group's international growth strategy, enabling it to enter new sectors, diversify its range of applications, and ultimately drive sustainable long-term revenue growth. By leveraging existing sales teams and customer networks, 4GLOBAL can capitalise on expansion opportunities while keeping entry costs low.

Each agreement contains contract terms in line with industry norms.

Eloy Mazon, CEO of 4GLOBAL, commented:

"These partnerships are important steps in our expansion into the US market and further validation of the value of our offering internationally. They align with 4GLOBAL's strategy of having a partner in each market vertical and will complement our long standing relationship with Jonas Fitness Partners.

Combining our data and expertise with our new partners' platforms and leveraging their best-in-class sales and product teams, will open up significant opportunities for 4GLOBAL to expand in key new target verticals. With a comprehensive network of partners in place in the region, we are well positioned to tap into a vast addressable market, and I am excited about our prospects moving forwards."

Contacts**4GLOBAL**

Eloy Mazon (CEO)

Stuart Wooller (Group Finance Director)

via Alma

Spark Advisory Partners (Nominated Adviser)

Neil Baldwin

+44 (0)20 3368 3554

Canaccord Genuity (Broker)

+44 (0)20 7523 8000

Bobbie Hilliam

Alma Strategic Communications

Rebecca Sanders-Hewett

David Ison

Louisa El-Ahwal

Josh Royston

Will Ellis Hancock

+44 (0)20 3405 0205

4global@almastrategic.com

About 4GLOBAL

4GLOBAL empowers sports, fitness and wellness organisations to make faster, smarter decisions about their operations, 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 data points.

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

4GLOBAL is at the forefront of predictive modelling and advanced analytics, with the insights it generates empowering 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, sporting bodies, trade associations, health & fitness operators and sports clubs.

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

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

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