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SIGNIFICANT CONTRACT EXTENSION AND EXPANSION

4GLOBAL PLC

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4GLOBAL plc

("4GLOBAL" or "the Group")

Significant contract extension and expansion with international customers

4GLOBAL, a provider of data and technology for sports, fitness and wellness organisations to support investment decisions, is pleased to announce a two-year extension of its framework contract with the UK Government until mid 2027. The value of the new agreement is significantly higher than the original agreement (<https://investors.4global.com/app/uploads/2021/12/4-Global-New-Contract-Win-Dec-2021.pdf>).

The contract extension is consistent with 4GLOBAL's strategic priority of increasing customer engagement and demonstrates the demand for and efficacy of its offering internationally.

An Insight Lab project, 4GLOBAL was originally selected as one of a number of technical contractors alongside the UK Government to provide specialised data and technical assistance to the Peruvian government's ongoing initiative to create 75 new schools.

This extension will enable the Peruvian government to continue leveraging 4GLOBAL's data and technology in its efforts to maximise student activity levels and forge strong connections between the schools and local communities.

The Board's expectations for the outturn for the Company's current financial year remain unchanged.

Eloy Mazon, CEO of 4GLOBAL, commented:

"This extension is a powerful demonstration of the stickiness of customers once they have experienced the ability to leverage data to transform investment planning.

The continued success and repeat business we've enjoyed in Peru highlights our ability to enter new markets and create substantial value through the flexibility of our data and expertise in applying it effectively.

Our ongoing relationship with the Peruvian government is a key customer reference and positive similar agreements in key markets like North America, where we are actively expanding our efforts.'

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) Bobbie Hilliam	+44 (0)20 7523 8000
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 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 it provides helping 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, city councils, 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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