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## SPORT ENGLAND CONTRACT RENEWAL AND EXPANSION

[4GLOBAL PLC](#)

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

### Sport England Contract Renewal and Expansion

4GLOBAL, a provider of data and technology for sports, fitness and wellness organisations to optimise operational and investment decisions, is pleased to announce that, following a competitive tender, it has secured a contract renewal and expansion with Sport England worth up to £4m over four years in equal terms.

Sport England initially procured 4GLOBAL in 2021 to provide performance data from public leisure facilities through its platform, Moving Communities, a decision-support tool that uses 4GLOBAL's dataset to aid understanding of where and how people engage in physical activity, enabling a more evidence-based approach to public investment. The platform has since played a central role in programmes such as the National Leisure Recovery Fund and the Swimming Pool Support Fund, tracking over 9 million active people across 1,000+ leisure facilities daily.

This new Insight Solutions contract marks a significant expansion of the Sport England Moving Communities programme, underpinned by the Company's recently launched Insight.OS platform. 4GLOBAL's dataset now goes far beyond data public leisure facilities, incorporating a wide range of external sources such as wearable movement data and participation in community events, enabling broader and more detailed insights into physical activity patterns across the population with an unprecedented level of accuracy.

The expansion will support the delivery of Sport England's £250 million place-based investment strategy, enabling local and national bodies to use data-driven insights to target resources more effectively, overcome barriers to physical activity, monitor impact in real time, adjust delivery where needed and demonstrate to stakeholders that funding is being deployed effectively to maximise returns and drive meaningful outcomes.

Under the new agreement, 4GLOBAL will provide data and actionable insight to the wider ecosystem of sport and physical activity in England, engaging national governing bodies, local authorities, sports bodies and community programme providers to enable large scale, coordinated and effective delivery.

The increased breadth and depth of 4GLOBAL's dataset, now the largest repository of its kind in the UK, and its proven ability to generate actionable insights, were pivotal in securing the contract renewal and expansion.

**Eloy Mazon, 4GLOBAL CEO, said:** *"This new agreement is a strong endorsement of our ability to deepen and expand client relationships, which continues to lower our customer acquisition costs and drive EBITDA margin improvement. It also reflects the shift in our commercial model, with multi-year, multi-million-pound contracts underpinning our transition to Annual Recurring and Repeatable Revenue."*

"The migration of clients to Insight Solutions is already delivering meaningful profitability gains, and the strength of our dataset not only enables us to offer richer insights to partners like Sport England but also reinforces a defensible competitive moat around our business. Wins like this contribute to a growing base of forward-looking revenue and position us well for long-term growth."

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#### 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 UK 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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