



23 September 2024

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 optimise operational and 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 enable U.S. Soccer to better understand soccer facilities in the **United States**. The insights provided will be used by U.S. Soccer to inform investment and legacy planning with a view to increasing grassroots participation and growing the game of soccer nationwide.

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

With North America being a key growth market for 4GLOBAL, U.S. Soccer is an important reference customer in the region. The Company is actively targeting other sport governing bodies in the region with a similar vision while exploring 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 4GLOBAL's offering is testament to the value we add and the quality of the service we provide. The beauty of our model is there is no limit to the business benefits that can be derived from increased use of data, with the discovery of new opportunities to leverage it a natural part of the ongoing journey. We look forward to deepening our relationship with U.S. Soccer further and using our experience with them to expand our presence in the North American market, a key area of focus in our growth strategy."

Instrumental to our success in securing this expansion was our unique blend of data, technology and strategic support, 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 by the replicability of and demand for these projects overseas. This underscores our confidence in the opportunity for further international deals of this 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 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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