



30 September 2024

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

**AGM Statement**

4GLOBAL, a provider of data and technology for sports, fitness and wellness organisations to optimise operational and investment decisions, is pleased to provide an update on trading ahead of its Annual General Meeting this morning.

The Board confirms trading in the six months to 30 September 2024 ("the period") has been encouraging, and that the Company is trading in line with market expectations<sup>1</sup> for the full year. Cash flow is improving as we move into H2, supported by timely customer payments. As highlighted previously and consistent with historical trends, the majority of commercial activity is expected to occur in the second half of the year due to the budget seasonality in our markets.

A more comprehensive trading update covering the period will be published next month.

<sup>1</sup> Market expectations refer to analyst forecasts for FY25 of £7.6m in revenue, £1.9m in adjusted EBITDA and £1m in cash at year end.

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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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