



4GLOBAL plc
("4GLOBAL" or the "Group")

Launch of Insight.OS

4GLOBAL (AIM: 4GBL), 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 Insight.OS 1.0, its new AI-powered core data intelligence platform designed to make it easier for organisations to access and integrate its market-leading dataset. Removing the need for customers to adopt 4GLOBAL's proprietary software, it is expected to create new revenue opportunities and drive faster adoption.

Overview of Insight.OS

Insight.OS is the result of 4GLOBAL's continued evolution into a more sophisticated and streamlined business, making its data accessible to organisations who prefer to integrate insights within their existing infrastructures - a growing trend - while also preparing for a future where automated AI agents and systems play a prominent role in the use of its data.

The cloud-based data processing and analytics platform that now sits at the heart of 4GLOBAL's data ecosystem, Insight.OS acts as an intelligent engine that collects, processes, and transforms raw data into valuable insights, which customers can now access in multiple ways:

- Via 4GLOBAL's visualisation tools - through an upgraded 4GLOBAL web-based portal offering dashboards, reports, and analytics.
- Via direct API integration, a way for different software systems to communicate with each other - enabling organisations to integrate 4GLOBAL's insights into their own business intelligence tools, such as Power BI and Tableau.

This enhanced flexibility marks a significant shift from 4GLOBAL's previous model, where customers primarily accessed insights through its proprietary software tools.

Strategic Rationale and Commercial Benefits

The launch supports 4GLOBAL's strategic goals of accelerating growth, diversifying revenue, and future-proofing its offering.

By adopting a platform-agnostic approach, 4GLOBAL is positioning itself for:

- Wider market reach: Organisations no longer need to adopt 4GLOBAL's proprietary software to benefit from its insights, opening up new verticals and customers, including larger and more data-mature organisations with existing infrastructures.
- Shorter sales cycles and onboarding times: The reduced need for complex software integrations removes barriers to adoption and enables organisations to quickly and efficiently leverage 4GLOBAL's dataset, reducing sales friction and improving conversion rates.
- Increased recurring revenues: API-driven licencing and integration reduce software development dependencies, enhancing margins and scalability.
- Enhanced AI readiness: Insight.OS will ensure 4GLOBAL's data remains compatible with and accessible by AI agents and systems as automation becomes more widespread.

Next Steps and the Future of Insight.OS

Following a successful pilot with select customers, Insight.OS 1.0 is now being deployed, with the migration of existing customers to the new platform already underway.

Future iterations of Insight.OS will incorporate advancements in AI and data processing, enhancing automation, analytical capabilities, and integration options. This will further strengthen 4GLOBAL's position as a leader in AI-powered data insights.

Alongside Insight.OS, 4GLOBAL remains committed to delivering its own software solutions, ensuring customers continue to have flexibility in how they access its offering.

Eloy Mazon, CEO of 4GLOBAL, commented:

"The launch of Insight.OS is a transformational step for 4GLOBAL, creating new revenue opportunities and making our insights more widely accessible. By removing barriers to adoption, we expect to accelerate customer growth and expand into new sectors. This evolution strengthens our competitive position and enhances the long-term value of our business."

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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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