



10 April 2025

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

**UK Sport Contract Win**

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 an initial 18-month contract worth c. £0.5m with UK Sport, the non-departmental public body responsible for investing in Olympic and Paralympic sports in the UK, primarily through National Governing Bodies ("NGBs").

Under the agreement, 4GLOBAL will lead a pilot project designed to demonstrate the business value of data and digital investments within the elite UK sporting system and accelerate digital transformation within the NGBs supported by UK Sport.

The pilot will facilitate insight-driven decision making by providing relevant NGBs with accurate, standardised data and improved governance frameworks. Through the project, UK Sport aims to establish a consistent approach to data, make systems work together more smoothly and lay the groundwork for AI-powered innovations in the future.

Delivered through 4GLOBAL's newly launched Insight.OS platform and powered by the company's vast, market-leading dataset - a combination that was key to securing the contract - the project reflects the Company's evolution from developing bespoke solutions to a scalable, product-based offering that can be configured to the needs of each client. In addition, the project will significantly enhance 4GLOBAL's data asset, with new, high-quality data sources from elite sport further strengthening its depth and breadth.

The pilot aims to pave the way for a scalable nationwide data platform encompassing all publicly funded NGBs in the UK and has the potential to develop into a multi-year commercial partnership, mirroring the one 4GLOBAL has in place with Sport England in the community sport space.

Coupled with the recently announced Sport England contract, 4GLOBAL now holds the two most significant data-led contracts in UK publicly funded sport. Together, these competitive wins reinforce the Company's position as the leading provider of sports data in the UK and the partner of choice for public bodies looking to analyse participation trends, enhance performance and maximise the impact of their investments.

This contract aligns with 4GLOBAL's strategic priority of transitioning to higher margin repeatable and recurring revenue Insight Solutions agreements.

**Eloy Mazon, CEO of 4GLOBAL, commented:**

*"We are proud to be supporting UK Sport in delivering this transformative programme for NGBs. It marks another important milestone for 4GLOBAL and, alongside the recent renewal and expansion of our work with Sport England, provides further validation of our shift toward scalable, higher margin Insight Solutions agreements characterised by recurring and repeatable revenue."*

*Delivered through our Insight.OS platform and powered by our unmatched proprietary dataset, which itself is enriched by this kind of agreement, this contract cements our position as the UK leader in sport data and digital infrastructure. It demonstrates the value of our product-led model, where we are licensing our data asset and providing support to help clients unlock actionable insights, rather than building unique systems from the ground up."*

*We look forward to working closely with UK Sport and the NGBs to help shape a more connected, insight-driven future for elite sport in the UK. Importantly, this programme also provides a clear blueprint for future initiatives in our key international markets, where the need for powerful and easy-to-use data solutions like ours is growing rapidly."*

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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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