



## Business Update: 1<sup>st</sup> April to 30<sup>th</sup> September 2025

I'd like to share a business update reflecting on the past six months, which have been a transformative period for our company. We've made significant strides, and we are excited about the future. Moving forward, I'll be sharing regular quarterly updates to keep you informed on our progress and continued growth.

### Business Highlights

- **Successful AIM delisting completed:** A major strategic milestone that allows us to fully focus on scaling the business and unlocking long-term growth.
- **Cost efficiencies driving stronger financials:** Streamlining initiatives to deliver **£550k in savings for FY26**, and an additional **£200k annually from FY27** onwards.
- **Strategic investment in growth:** Expanded sales capacity and data science team, particularly in **North America**.
- **Record H1 performance:** **£4.2m booked** against a **£6m full-year target** our strongest mid-year performance ever.
- **Sales pipeline gaining momentum:** Already won sales worth **£3.9m** toward FY25/26 & FY26/27, targeting **£7.1m sales** to be closed in the current FY.
- **Robust sales pipeline:** Now sitting at a healthy **£4.6m**.
- **Financials on track:** Revenue - **£6m** - EBITDA - **£1.2m** - and Cash - **£170k** - forecast all on plan.

### Regional Momentum

#### North America

- Secured a **three-year partnership with Canadian Tire Jumpstart** to launch the **Canadian Sports DataHub**.
- Continued collaboration with **Future Hockey Lab** and **Hockey Canada integration**.
- New client win: **Canadian Olympic Committee**.
- **Dedicated sales head hired and onboarded** to drive regional expansion.
- Ongoing work with **US Soccer** and a newly launched global partnership with **ABC Fitness Solutions**.
- Successful wins with **YMCA operators** for our **Social Value** and **Active AI Business Insight** modules.
- Ongoing discussions with **Les Mills USA** on insights for Group X activity.
- **Daxko partnership** gaining traction and first license sales now live.

#### Europe

- Launched our **4-year contract with Sport England** worth approx. **£4m**.
- Secured new contract with **UK Sport** to manage federation-wide data.
- **Sport England pilot extended** for another 6 months.
- **Renewal rate at a record-high 95%**, showing deep client trust.



- **UK Health & Fitness Market Report launched:** powered by our data and insights, in collaboration with **ukactive** and **Deloitte**. The most authoritative industry report in the UK.
- **Released SVC 4.0:** our enhanced **Social Value Calculator** built with academic partners MMU and Sheffield Hallam. Brings advanced localised insights and benchmarking to drive real-world impact.

#### Middle East

With a more focused commercial strategy, we now work only with **high-quality, advance-paying clients**, ensuring margin and risk protection.

- Major new contract with **Qiddiya** to guide facility investment planning and support the city's ambition to become one of the most active in the world.
- Renewed and expanded engagement with **Public Investment Fund**, broadening our tool's remit across **leisure, entertainment, and tourism**.
- New contract win with **Abu Dhabi's Department of Community Development**, deploying our tools to inform policy and measure social impact.

#### Product Innovation

- **InsightOS Enterprise Platform**  
Launching mid-October in Canada and the UK. Fuses our proprietary predictive models with DataHub to deliver seamless, actionable insights and lays the foundation for a future insights **Marketplace**.
- **Integrated sorts planning Tool (Canada)**  
Now deployed nationally via Canadian Tire and Future Hockey Labs. Modules launching in October, providing a blueprint for North America-wide scale-up.
- **ActiveBI (UK)**  
Our next-gen business insights tool, launching this November. Embedded with AI via our **4G AI engine**, it automatically delivers dynamic insights to help operators act faster and smarter.

#### Data Asset Expansion

- **Global Infrastructure Data**  
Now covering 8 more cities including **Vancouver, Doha, Sydney, Dubai, Riyadh**: enabling international benchmarking across sports and leisure facilities.
- **Canadian Participation Data**  
Major growth through partnerships with Canadian Tire and Hockey Canada, giving unmatched visibility into youth sports and community activity.
- **UK Participation Data**  
Now integrates data from 15 NGBs through **Sport England's Moving Communities**, strengthening our position as the UK's leading participation dataset.
- **US Participation Data**  
Integration with Daxko now live, **adding 16M+ unique individuals** (+250m data points), a significant step forward in capturing the US fitness market.
- **Engagement & Commercial Data**  
Powerful new datasets from **Google Trends, social media, and retail transactions**,



deployed with **Under Armour** to connect consumer behaviour to participation trends across Europe.

Priorities for the next quarter

1. **Close commercial pipeline:** focused on converting our strong pipeline into long-term value.
2. **Product launches in North America:** building on momentum and client demand.
3. **Upcoming fundraiser:** to fuel further expansion and product development.