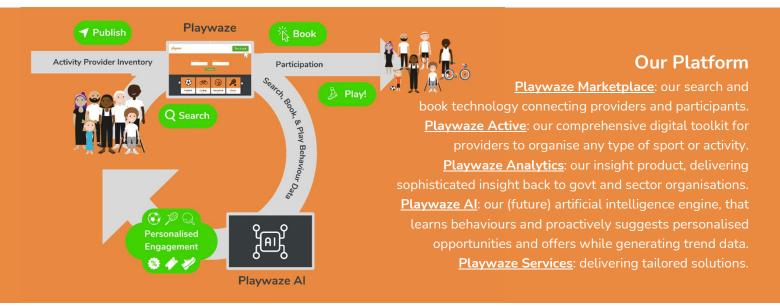


## Helping More People, Become More Active, More Often

With a vision to be the world's go-to digital place for sports and activity participation, Playwaze stands as the UK's leading platform used by industry partners and grassroots clubs, coaches, and providers to organise sport and engage those that play. Launched in 2014, Playwaze brings a disruptive solution to the digitally under-served sport, activity, and leisure sector – putting the participant at the heart of a community-based app. Playwaze is used by over 100 UK sports organisations, driving market awareness and subsequent SaaS growth in the grassroots sector. Playwaze is the exclusive digital partner for British Universities & Colleges Sport and the Youth Sports Trust, giving the company access to 170+ universities with 2.5 million students, and 26,000 schools with 10m young people.



Market Capture Playwaze seeds market capture through partner organisations, using their influence to drive participant traction to Playwaze Marketplace and provider traction to Playwaze Active. The platform currently hosts over 70 UK based sector partners, 7000 communities and 450k active users, creating significant barriers to entry for its competitors.

Team Playwaze employs 18 people with offices in Woking and London. Rupert Jenner, CEO (technology solutions expert with 20 years in the City and big pharma) and Charlie Clarke, CCO (sector expert) form the executive team, supported by NEDs: Jerry Horwood (serial tech entrepreneur and investor) and Charles Clayton (FTSE 100 board finance exec).

**Financials** Playwaze currently generates revenue (£250k in 2020, £450k in 2021) through subscriptions, payment fees, and services. Playwaze for Schools launched in Nov 2021 in association with the Youth Sports Trust, targeting 26,000 UK schools. New revenue channels to be activated in 2022: booking fees, paid search, and brand partnerships. Raising **£2.4m** (**EIS**) to scale technology, increase operational capacity, and drive growth in the UK + overseas.

2017 Playwaze	2018 BUCS	2019 Market capture	2020 Search & Book	2021 YST partnership	2022 Playwaze	2023 Playwaze Al	2024→ Playwaze
Active	partnership				Marketplace		Analytics
20k users £9k revenue	40k users £100k revenue	20 universities 15 partners 80k users £200k revenue	25 universities 40 partners 250k users £260k revenue	30 universities 60 partners 450k users £420k revenue	50 universities 80 partners 2K schools 700k users £600k revenue	80 universities 150 partners 7k schools 1.5m users £1.4M revenue	REVENUE
rupertjenner@playwaze.com  Lansbury Estate, 102 Lower Guildford  Date of the County of							
	Road, Woking, ( 44 7879 88327						SCHOOL5
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