



VOGO raises €4.4 million to ramp up its development

Today VOGO announces the success of a private bond placement that saw the company raise 4.4 million euros. These funds will allow the Montpellier-based Sportech, currently revolutionising digital broadcasting at sports venues, to accelerate its development in France and around the world.

Revolutionising the Fan Experience Strategic solutions for Pros

Founded in 2013, VOGO develops, markets and distributes a tech solution for broadcasting live audiovisual content in stadia that is revolutionising the spectator experience, through live or instant-replay multi-cam content, and provides professionals with video decision-making tools.

Launched in 2014, the *VOGO SPORT* solution gives spectators at sports venues or outdoor events instant real-time access to the feeds of the cameras filming the event through their terminals (smartphones, tablets, etc.). The app offers several features such as live multicam, replay, zoom and slow motion. Spectators thus enjoy a unique experience combining the raw emotion of the stadium and the immersion of "Live & Replay".

The Company also successfully launched a version for industry professionals (doctors, referees, coaches, journalists) in 2017. This solution gives them access to a mobile and autonomous decision-making tool used for medical staff, refereeing or analysis of athletic performances.

Disruptive technology that is revolutionising real-time video

Unlike existing streaming solutions, which are plagued by huge latency problems and are quickly saturated when solicited by large groups of people, VOGO technology is a disruptive solution whose performance is independent of the number of people connected. In that way, VOGO offers users a fluid, responsive service that allows them to instantly load content from among available video feeds, with zero download time for replays, slow motions and zooms, available immediately just by touching the screen.

This technology is protected by four patents and is subject to ongoing developments aimed at incorporating new features and covering new types of events.

Already 700 sporting events covered worldwide

Since its inception, VOGO has already covered over 700 events in more than 20 athletic disciplines on four continents. The Company picked up the pace in 2018, with a target of more than 500 events covered this year.

In the context of widespread development of Smart Stadiums, the fan experience is a major draw for clubs, organisers and sponsors keen on enticing fans to their venues, as a way to enrich their attractiveness. To date, over 60 clients around the world have already embraced the *VOGO SPORT*

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solution: clubs, federations and leagues (French Rugby Federation, French Track Federation, Stade Toulousain, Montpellier Handball, Dijon Football Côte-d'Or, Lou Rugby, EVZ (Switzerland), Montreal Impact (Canada), etc.), but also event organisers (Evian Championship, Extreme Sailing Series (USA), International Festival of Extreme Sports, Longines Paris Eiffel Jumping, etc.) and sports venues (Stade de France, Allianz Riviera, etc.). In the professional industry, the *VOGO SPORT* solution has been chosen by none other than the National Rugby League to equip all the TOP 14 and PRO D2 clubs for the purpose of monitoring concussive head trauma.

This sales momentum is also reflected in the sharp rise in the Company's revenue, which nearly doubled in FY17 and H1 2018 compared to FY16 and H1 2017.

Building a world leader in live audiovisual content solutions

The funds raised from the bond issue represent a first step to enable VOGO toward ramping up its worldwide expansion, maintain its technological leadership and diversify its revenue streams by launching new paid features or covering new markets, beyond sports venues or outdoor events, such as fashion shows, concerts, operas and *eSport* competitions.

As it expands worldwide, VOGO's priority will be to cover with its solution major international sporting events to come, with a focus on Asia and the United States. To that end, VOGO has already entered into major partnerships, including Panasonic Information Systems Co. Ltd which has become the Company's integrator in Japan.

Over 1,000 key sporting events and 600 major championships take place every year around the world, representing a huge potential market for VOGO. Drawing on the legitimacy already earned in France and Japan, VOGO is well on its way to lead the global sporting events market.

CM-CIC Market Solutions and Natixis assisted the Company in making this private placement a success.

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