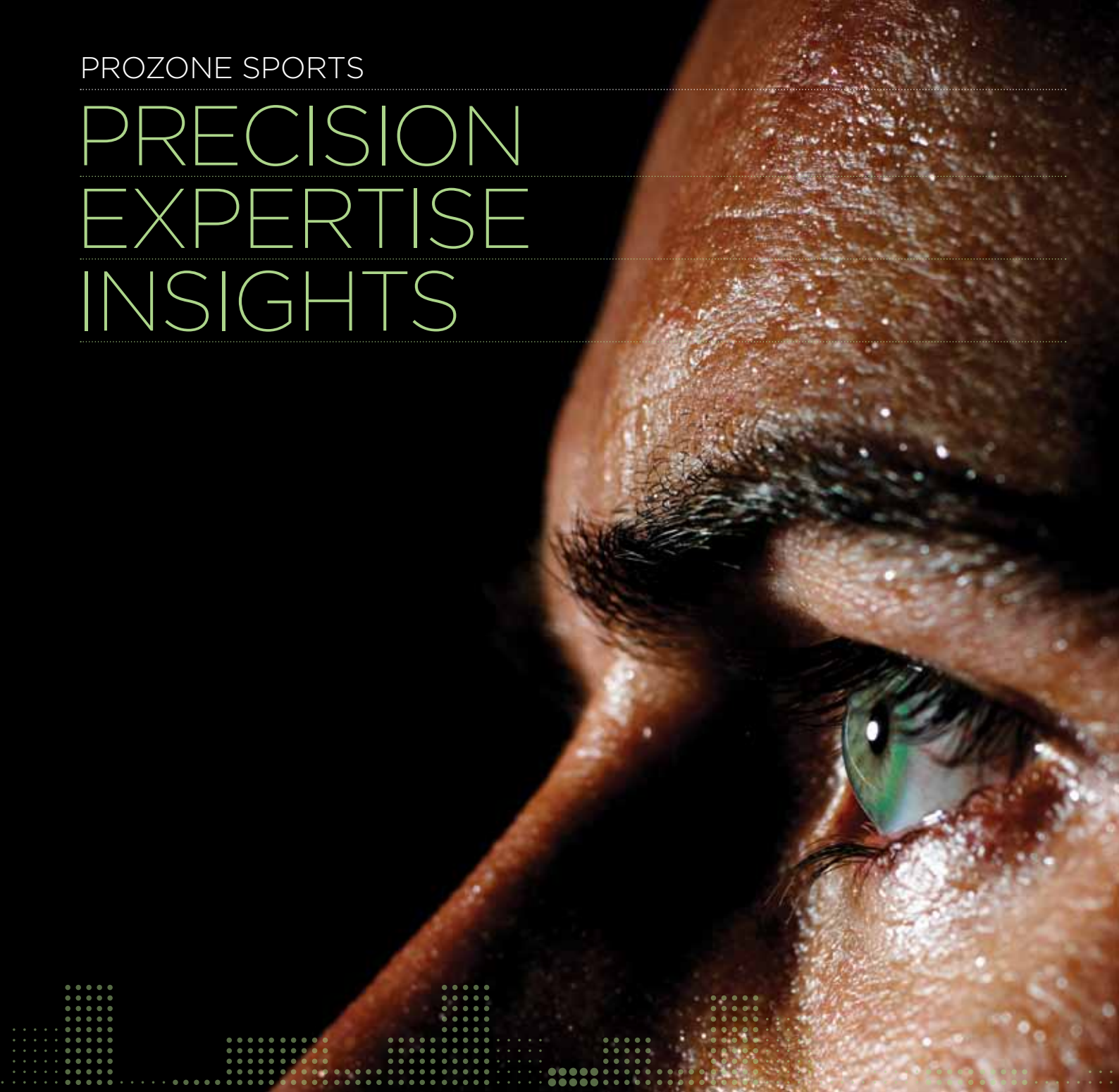


PROZONE SPORTS

PRECISION
EXPERTISE
INSIGHTS



A REPUTATION FOR PRECISION

2-3

We offer the most accurate performance analysis service in world football. Our analysis systems track the movements of every player, every 10th of a second and provide information on over 2,500 actions in every match.

Prozone is the world's only independently validated performance analysis system. This unrivalled level of objectivity and precision is why so many of the biggest names in world football use us.

“ At Real Madrid our ambition is always to be at the forefront of this science, a goal best achieved utilising the most accurate and detailed performance data available. The Prozone system has proven its excellent capabilities in this field and its flexibility to turn data into unique, valuable insight.”

Valter Di Salvo — Head of TEC, Real Madrid



THE VIEW FROM MADRID



THE VIEW FROM
THE EMIRATES

UNRIVALLED EXPERTISE

4-5

We have an unrivalled passion and knowledge of the performance analysis industry. As pioneers in our field, we've got over a decade of experience working alongside some of the worlds leading football clubs, associations and leagues.

“ The Prozone system provides a dynamic and unique insight into the team's performance. Prozone have continually provided Arsenal with a product and service of great reliability, consistency and expertise.”

Arsène Wenger — Manager, Arsenal FC



PERFORMANCE INSIGHTS

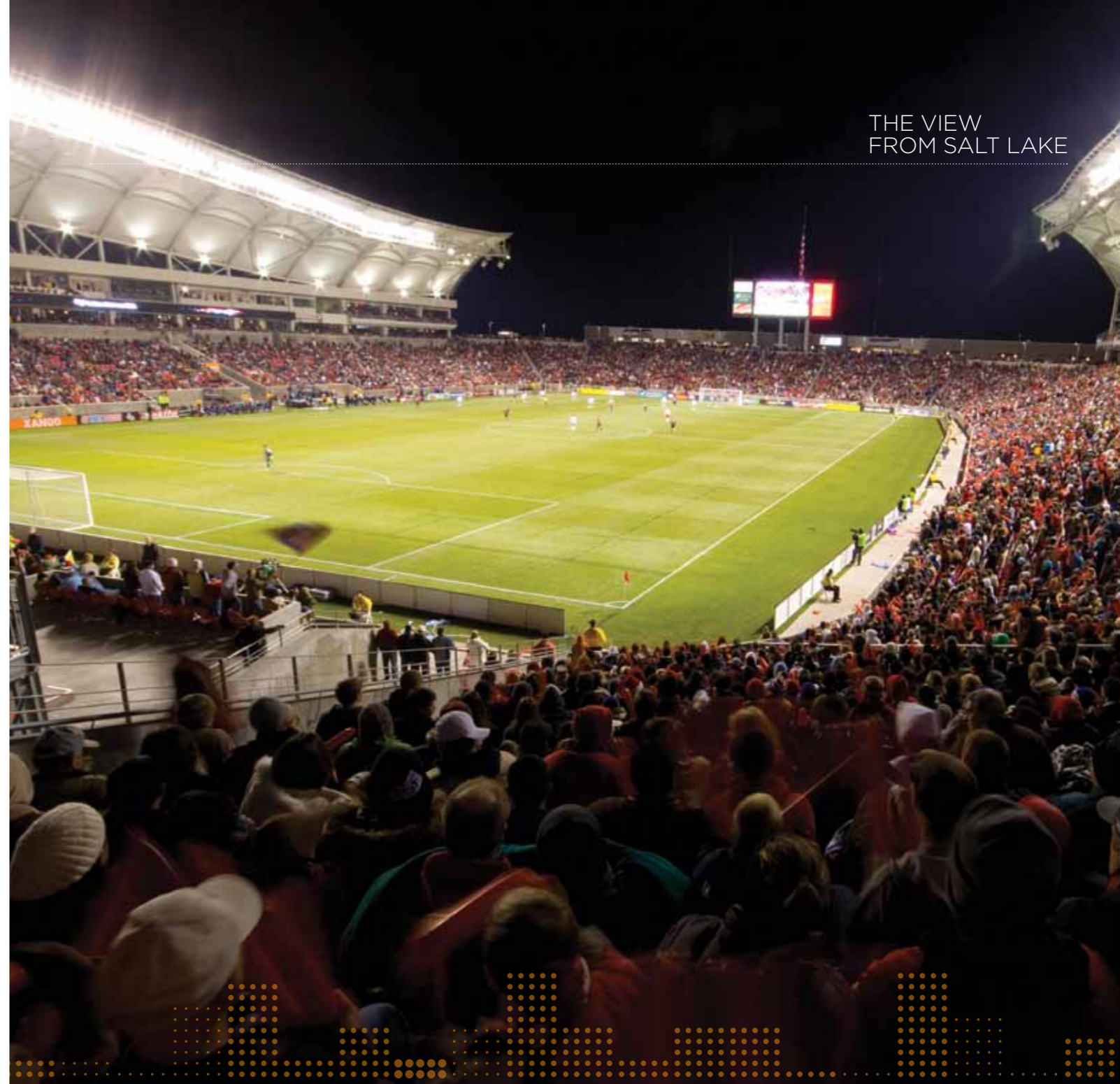
6-7

By working alongside some of the most respected coaches in world football, we've made sure that our products present information in ways that football people understand.

Through our people, passion and expertise, we're continually striving to provide world class services and help our teams use Prozone effectively.

“ Prozone's technology and analytics allow us to examine our team in completely new ways and get into the guts of what goes into a good performance.”

Garth Lagerwey — General Manager, Real Salt Lake



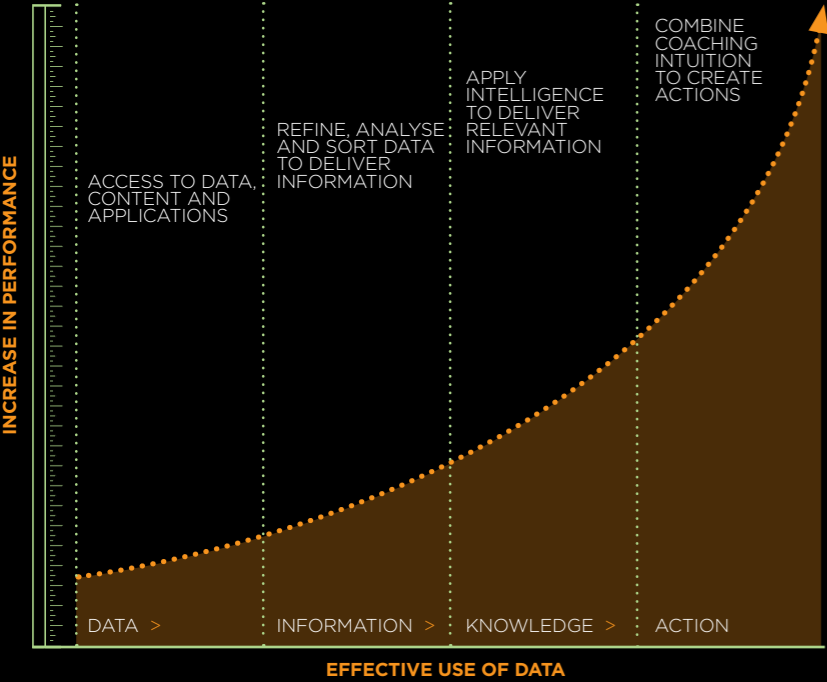
THE VIEW
FROM SALT LAKE

PERFORMANCE ANALYSIS

Performance analysis is a way of quantifying team and player performance in an objective and consistent way.

Through supplementing coaching intuition with information, you have the opportunity to enhance your overall analysis of performance.

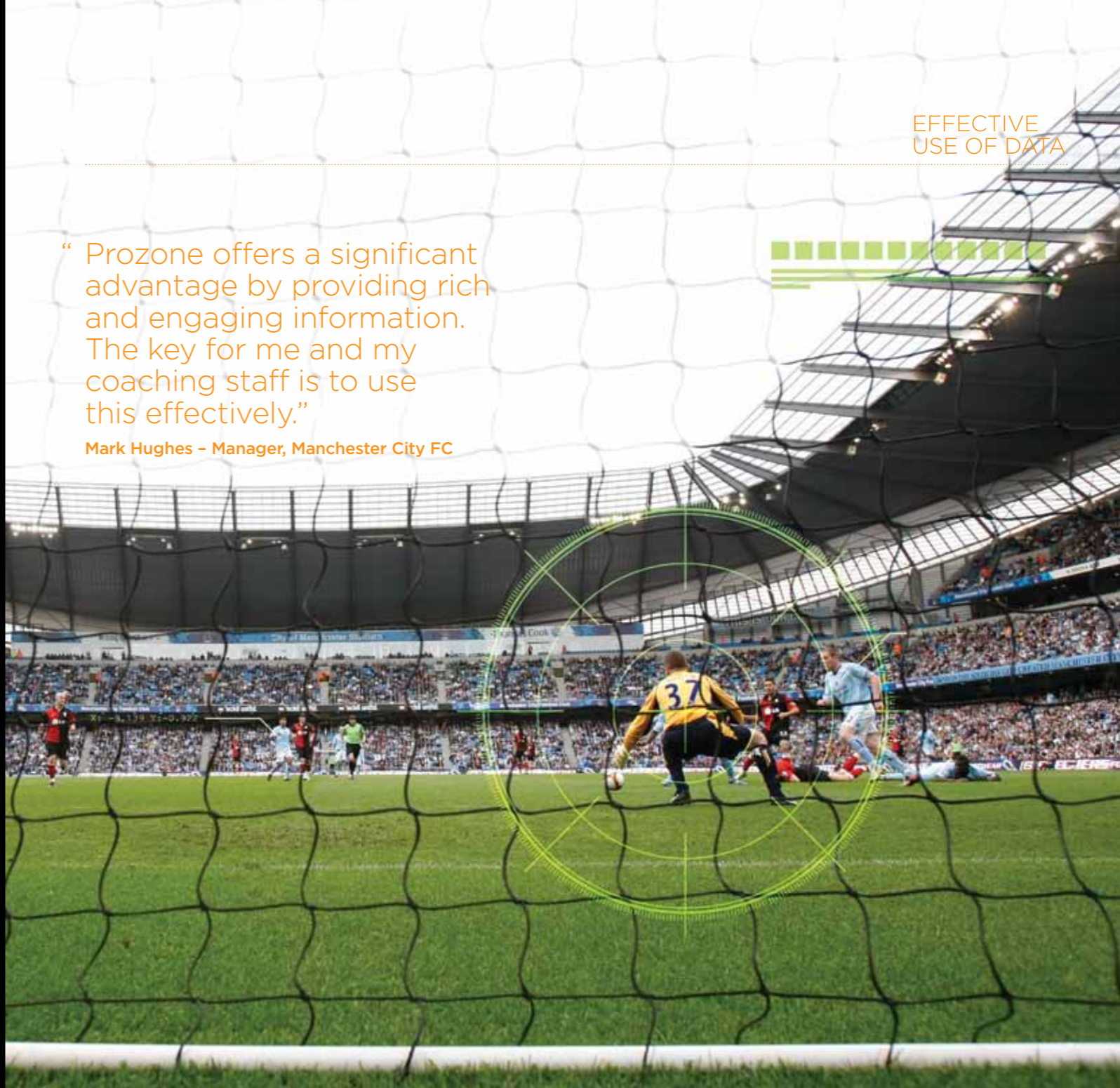
Prozone are committed to helping our teams use information effectively to maximise performance gains.



EFFECTIVE USE OF DATA

“ Prozone offers a significant advantage by providing rich and engaging information. The key for me and my coaching staff is to use this effectively.”

Mark Hughes - Manager, Manchester City FC





OUR STRENGTHS ARE YOUR ADVANTAGE

10-11

- Pioneers in our field
- Developed alongside coaches
- Interactive product
- Validated and objective
- Global database
- World class service
- Unrivalled expertise
- Leaders in our industry

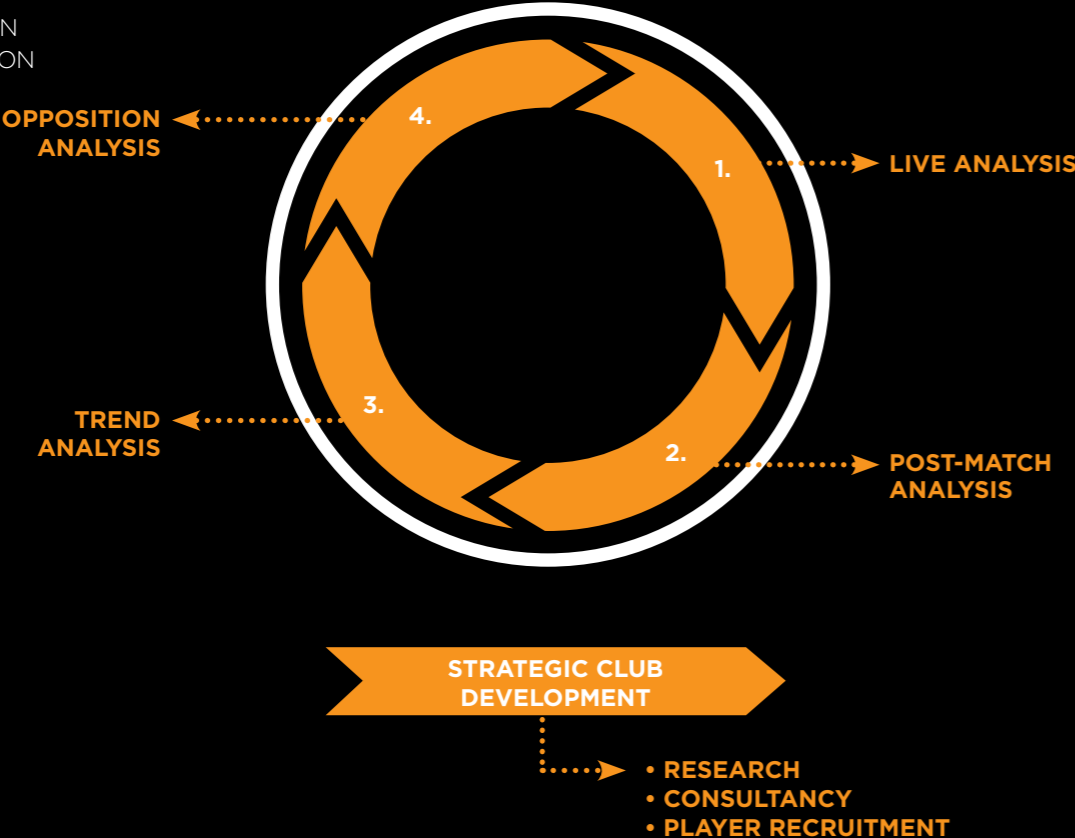


PROZONE SERVICES

We understand everyone's needs are different, so we tailor our service according to a club's needs within the coaching process, and can offer bespoke consultancy to ensure the value is realised.

COACHING PROCESS:

- 1. PERFORMANCE
- 2. FEEDBACK
- 3. EVALUATION
- 4. PREPARATION



ENHANCING THE COACHING PROCESS



POST-MATCH ANALYSIS

14-15

The information from single or multiple games is presented in a variety of ways via interactive coaching tools.

The Benefits of Post-Match Analysis

- Objective performance insights
- Enhanced training programmes
- Accurate player evaluation
- Informed team selection
- Identify injury patterns
- Set realistic goals

Products include:

- PROZONE3
- MATCHVIEWER
- MATCHINSIGHT
- DASHBOARD
- TREND

UNDERSTANDING
TEAM PERFORMANCE



OPPOSITION ANALYSIS

16-17

EFFECTIVE PREPARATION

Prozone can provide pre-match information on opponents, allowing you to identify strengths and weaknesses of upcoming teams and players.

A range of interactive coaching tools help to supplement the knowledge of your scouts and enable you to better prepare your team.

The Benefits of Team Scouting Analysis

- Understand your opposition
- Accurate team selection
- Enhance your preparation
- Team, unit and player analysis
- Goals analysis

Products include:

- MATCHVIEWER
- TREND



PLAYER RECRUITMENT

18—19

Many of football's leading clubs use Prozone to support their player scouting and introduce greater accountability in the recruitment process.

Information can be used to validate the recommendations of club scouts and discover new players.

The Benefits of Player Recruitment

- Unique global scouting service
- Worldwide league coverage
- Enhanced transfer knowledge
- In-depth player profiles
- Benchmark players worldwide

Products include:

- PLAYERSCOUT

INFORMED SCOUTING



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LIVE PERFORMANCE ANALYSIS

20—21

IMMEDIATE
INSIGHTS

Prozone can provide live performance analysis solutions giving you 'real-time' insights into performance.

Our software allows you to review key match incidents as they happen, give immediate feedback to players and make informed tactical changes during games.

The Benefits of Live Performance Analysis

- Real-time analysis
- Immediate feedback
- Insights direct to coaching team
- Customisable information
- An affordable advantage

Products include:

- PLAYBACK
- MATCHVIEWER LIVE



RESEARCH & CONSULTANCY

22-23

With a track record of producing ground breaking research and over 10 years working with the games leading coaches, our people have the expertise to help you turn raw data into insightful performance information.

By working closely with you, our consultants can supplement your coaching team's knowledge to enhance your performance analysis strategy.

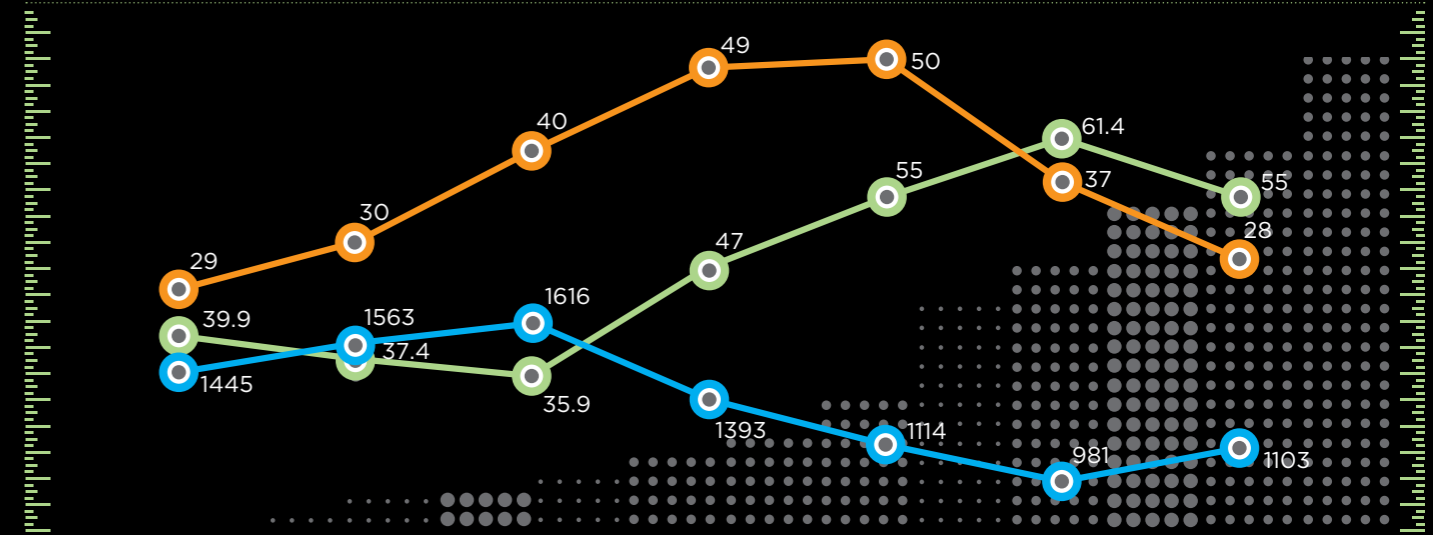
The Benefits of Prozone Consultancy

- Develop your coaching strategy
- Maximise performance data
- Bespoke research projects
- Integrate existing coaching applications
- Measurable key performance indicators

A DEEPER UNDERSTANDING

“ At Chelsea, we're always striving to maximise the value of any performance data we use and Prozone's consultants help us to achieve valuable insights.”

Mike Forde - Performance Director, Chelsea FC.



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PROZONE WORLDWIDE

DELIVERING PERFORMANCE INSIGHTS



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