



VOGO announces increased international commercial success for its VOKKERO product range (MLS in the United States, CAF in Africa, National Football Federations in Japan and Qatar, etc.)

VOGO (ISIN code: FR0011532225 – Mnemonic: ALVGO) announces several commercial successes for its VOKKERO product range. These audio communication solutions dedicated to sports professionals (refereeing, medical supervision, coaching, etc.), contributed to the solid commercial performance recorded in the second half of 2020.

This performance has gathered pace since the start of 2021, with several new commercial successes which have expanded the number of sports targeted and reinforced the Group's international presence, particularly in the United States.

These successes demonstrate the relevance of the strategy adopted by the Group which, by expanding its range of solutions, has been able to respond to the transformation currently taking place in the sports market.

As well as the VOKKERO solutions, business has also been brisk in video solutions for professionals, confirming the solid recovery in this market ahead of the expected rebound in sales of solutions for fans once the health situation is back under control.

Strong growth in football in strategic markets (North America, Japan, Qatar, etc.)

Already strongly represented in several sports, including rugby (Rugby Europe, the French National Rugby League (LNR), The Six Nations Tournaments, etc.) as well as football (the French Football Federation (FFF), the International Federation of Association Football (FIFA), the Union of European Football Associations (UEFA), etc.), the VOKKERO ELITE range now enables VOGO to step up its sales growth and assert its strong positioning in the field of football.

The start of the year was marked by the signing of an important contract with Professional Referee Organization (PRO), which manages all Major League Soccer's (MLS) match officiating referees, ensuring that VOKKERO ELITE product will be used at all MLS matches.

Howard Webb, former English international football referee, who notably refereed the World Cup final in 2010 and is now in charge of referees for Major League Soccer (MLS), says:

"PRO has provided refereeing services to professional soccer leagues in North America for over eight years and VOGO's VOKKERO products ensure our officials remain connected. Our recent adoption of the crystal clear and highly functional Vokkero Elite system has taken our ability to communicate to the next level, enhancing our teamwork even further."

Press Release

Montpellier, 11 May 2021



Other notable successes have also been recorded in football, helping to further strengthen the Group's international positions in the sports market:

- In Japan, with an initial order from the Japanese Women's League.
- In Africa, where VOKKERO ELITE audio systems will be used by the Confederation of African Football (CAF) for all forthcoming major international competitions, including the Africa Cup of Nations (CAN) and the African Nations Championship (CHAN).
- In Qatar, which is set to host the 2022 FIFA World Cup, by supplying the Qatar National Federation.

These commercial successes with major football leagues join a long list of other federations and leagues around the world already equipped with the VOKKERO ELITE solution in 2021, including Brazil, Argentina, Serbia, Switzerland, etc.

Growth in all other sports

As well as football, new contracts have also been signed in other sports since the start of the year.

This is the case in basketball, where the Group was recently selected by the French Basketball League (LNB) to provide its JEEP ELITE and Pro B referees with the new VOKKERO ELITE. This success demonstrates the growing interest in VOGO audio solutions among basketball professionals, strengthening the company's position in this strategic market, with nearly 2.2 billion fans worldwide, making it the third most popular sport after football and cricket. Three basketball federations around the world currently already supply their referees with VOKKERO audio systems, including France, Italy and the Netherlands.

The position in ice hockey has also been strengthened, with the signing of a contract with the SIHL SVENSKA HOCKEY LIGAN (Swedish National League) to supply several centres across the country.

In total, all orders signed for the VOKKERO product range since the start of 2021 exceed €2 million. These orders, which only include sales in the professional sports market, are mainly due to be invoiced in the current financial year.

Finally, innovative new technologies are currently being developed to gain a further advance internationally, including the integration of artificial intelligence algorithms to process speech and a new platform offering greater resilience to radio-frequency interference. As already communicated¹, this project qualified for €400,000 in financing from the PIA3, comprising €200,000 in grants and €200,000 in repayable advances.

Christophe Carniel, Chairman and Chief Executive Officer of the VOGO group, comments: *"The success of our VOKKERO ELITE range, combined with the integration with our range of video products, confirms the excellent direction of our business. This positive outlook benefits from the significant commitment shown by our sales teams and our distribution partners in all the countries where the Group operates. It is also the result of our continuous innovation efforts and our agility, which allow us to stand out today in a rapidly changing sports market."*

¹ Refer to the press release dated April 20, 2021 available on the Company's website.

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About VOGO

In the Sports sector, VOGO is a leading international player with its audiovisual solutions for fans and professionals alike, through its two flagship brands: VOGOSPORT and VOKKERO. For professionals, VOGO offers analysis and decision-making tools (referee assistance, medical diagnostics, coaching). VOGO's disruptive solution for fans transforms the stadium experience by providing multi-camera content on demand for tablets and smartphones, no matter how many people are connected. VOGO also operates in the Industry and Healthcare sectors. All of the Group's technologies are patent-protected. VOGO operates in France (Montpellier, Paris and Grenoble) and in North America, with an office in New York. It operates indirectly in other countries through its network of 35 distributors. The Group has been listed on the Euronext Growth stock market since November 2018 (ISIN code: FR0011532225 – ALVGO). It also joined the European Tech40 in 2020.

For more information: www.vogo-group.com



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