



VOGO today announces the acquisition of Crescent Comms

VOGO (ISIN code: FR0011532225 – Ticker: ALVGO) today announces the acquisition of 100% of the capital of UK company Crescent Comms, a leading international services provider in the professional sports sector.

Christophe Carniel, Co-Founder and Chief Executive Officer of VOGO, said: *"We are very excited at the idea of welcoming Crescent Comms into our Group. Its recognised skills in service provision, its network of experts as well as its international presence will enable us to step up our growth strategy in the professional sports sector and conquer new markets. With a historic presence in the United Kingdom and New Zealand, as well as a natural openness to the Commonwealth, this acquisition cements our ambitions in those regions, with the prospect of tremendous development opportunities. The management of Crescent Comms, which is joining the company, shares our vision and values and will be fully committed, as we are, to the success of this project. We look forward to welcoming this talented team and sharing our ambition with them. This new step perfectly illustrates our strategy of overseas development and enhancement of our offering."*

Jonathan Downey, Managing Director of Crescent Comms, said: *"My father founded this company and we have grown it into a recognised player in its sector. Joining VOGO marks a new step that we are very enthusiastic to take as it will allow us to step up the development of a company with which we share the same vision, the same ambition and the same values. There are numerous opportunities and we are ready to seize them!"*

Danny Ryan, Managing Director of Crescent Comms, added: *"We already knew the VOGO teams through our distribution agreement for products in the VOKKERO range and we realised how much we had in common, including a permanent quest for excellence in technological solutions as well as the service, international vision and strong commitment shown by teams. It was very important for us to join a company in which our employees could flourish and which shares significant complementarity in terms of both offers and the strategic roadmap. We couldn't have dreamed of an operation that matches our criteria as well as this one. Joining VOGO is extremely exciting."*

Press release

Montpellier, 28 September 2021



An international leader in services provision and solutions integration in the professional sports sector

A benchmark and a long-term partner

Crescent Comms is an international player in services for professionals at world sporting events. It has an international network of engineers and offers customised communications solutions for referees and pitch support, maintenance and assistance services and consulting services.

The company is based in the United Kingdom and New Zealand and already distributes the VOKKERO product range in 11 countries.

It enjoys the loyalty of a broad client base across several sports: England Rugby, PGMOL, the International Cricket Council, FIFA, and the England Cricket Board.

A strengthened position in the professional sports sector and an expanded reach in English-speaking markets

This acquisition gives VOGO a presence in the United Kingdom at a time when this strategic market is in a post-Brexit acceleration phase while still being subject to health restrictions. This operation will also expand the Group's international reach within the Commonwealth, English-speaking Africa and Oceania. This strengthening of penetration in these geographic markets is perfectly in line with the roadmap presented at the time of the IPO.

This acquisition will also expand the commercial potential in previously under-exploited sports such as cricket, in terms of both the audio and video solutions offered by VOGO. Finally, in a global context of recruitment difficulties, the arrival of Crescent Comms' teams will bring new competencies including technical expertise, commercial skills and international culture.

In terms of the commercial structure, Crescent Comms will soon become VOGO UK and will be responsible for developing all of VOGO's activities (audio and video) in many English-speaking countries (excluding the USA).

Management fully invested in the success of the joint project

The commitment shown by Crescent Comms' managers has made the brand a success worldwide and is therefore an advantage for VOGO when it comes to integrating the company. Danny Ryan and Jonathan Downey will take over management of VOGO UK and will benefit from a long-term incentive plan

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As well as the commitment shown by the directors, the company's size and the long-standing relations already established with VOGO will facilitate successful integration.

A significant contribution to activity and an immediate increase in earnings

Crescent Comms achieved turnover of €1,001,000 in the financial year that ended in 2020 and €2,280,000 in 2019, a pre-COVID year. The company is historically profitable, posting EBITDA of €342,000 in 2020.

Acquisition scope and conditions

The transaction involves the cash acquisition of 100% of the capital of Crescent Comms for €1m. In addition, milestone payments paid in cash or shares at VOGO's discretion have been agreed for 2022 to 2025, conditional on performance and earnings targets of VOGO UK.

With this new acquisition, VOGO confirms its ambition to consolidate its position as a leading global player in the sports market, in a favourable context illustrated by the Group's strong growth in recent months.

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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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