

Maker:

The Cornerstone of your Digital Transformation

Manage your digital growth from one platform

Sport has become digital, bringing major growth opportunities but significant headaches for your marketing department. You know audiences are changing, fans are choosing web and mobile platforms to stay connected, but staying on top of multiple separate platforms (apps, streaming, gaming, social media, web), operated by various third parties, is costly and time consuming. It is also a huge challenge to deliver a consistent experience across all of these assets, meaning your fan engagement becomes disjointed. And when it comes to analysing data on fan behaviours, it's practically impossible to measure how one fan interacts between one platform to another.

It's time to change this picture. The sports industry needs technology tools that are designed for delivering connected fan experiences, unifying all digital assets in one place, and helping to deliver growth. Maker, from Sportian, is created specifically to provide this 360° sports fan experience, combining ease of use, data analysis and monetisation options that provide everything you need to engage with digital audiences, analyse, compete, win new fans and generate new revenues.



Maker makes it easy

Maker allows sports organisations of any size to build and operate a complete digital presence. It's a method, toolkit and support package that helps you to design, implement and launch your own custom-designed and fully-integrated digital platforms, which all include spaces for ecommerce, gamification, ticketing, social media and sponsor promotions.

With built-in access to other data sources and applications, Maker provides a key to rapid commercial growth, stronger engagement and continuous development of your assets and audiences. The platform is future-proofed and can be rapidly integrated with your existing technology stack, meaning no more disparate management of your third party suppliers. Data streams from existing applications, along with live data from your matches, are used by Maker to enrich your content, drive fast monetization and deliver commercial benefits

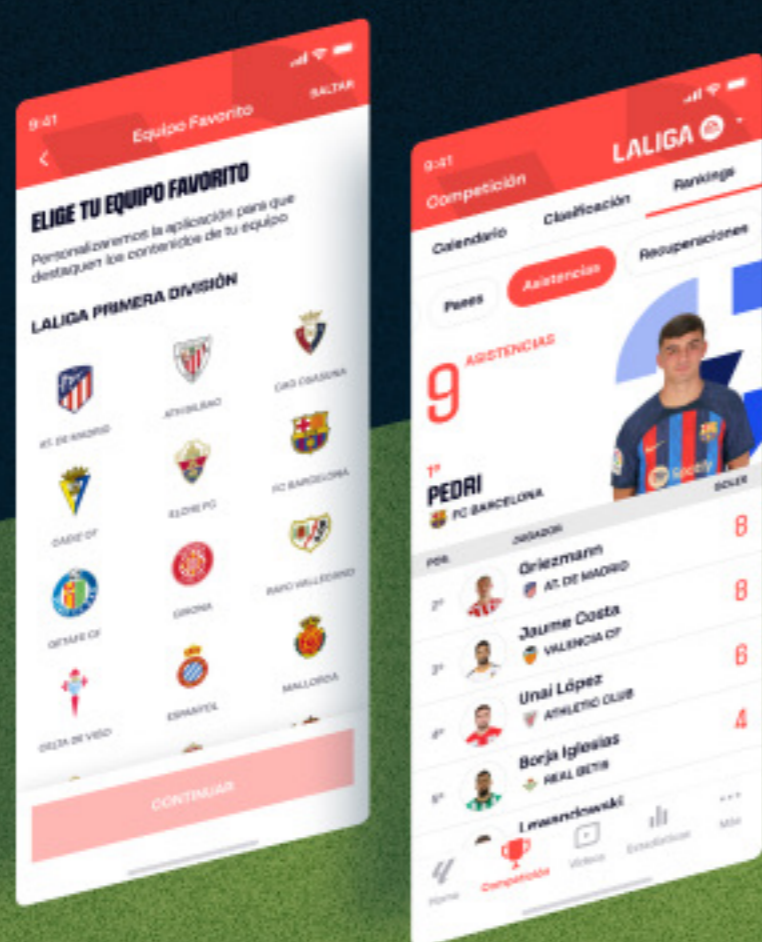


It's easy

The platform offers click and drag operation and thousands of templates specifically designed for sports, which means you can create the assets you want without the need for specialised, costly IT expertise. Maker avoids putting technical barriers between design and execution: it brings your concept to life, completely and fast. It is also cloud-based and can be managed locally, putting you in complete control.

It's integrated

This is not about making individual assets that look good but don't connect to anything else. Sportian's WebApp platform enables you to build logical, natural connections between the attractive "shop window" used by fans and the business applications that monetize engagement.



It's information based

With Single Sign-On and easy movement between assets, fans receive a personalised experience across all the assets and offers related to your competition and partner businesses. Data is gathered for analysis, giving you the detailed insights that drive successful monetization.

Maker has the potential to extend and deepen your digital presence, adding value to your assets and unlocking the full potential of your commercial ecosystem.

Why work with us?

Sportian and is now part of a fast-growing joint venture between Sportian and Globant, one of the world's most innovative and ambitious international software development companies. Sportian actively supports every elite football club in Spain, together with leading organisations from different sports around the world. As an organisation, we make it easy for sporting competitions to maximize the potential of their assets through strong engagement and effective monetization. We design sports-focused solutions that engage fans at a personal level, encouraging them to explore the ecosystems you create, spending

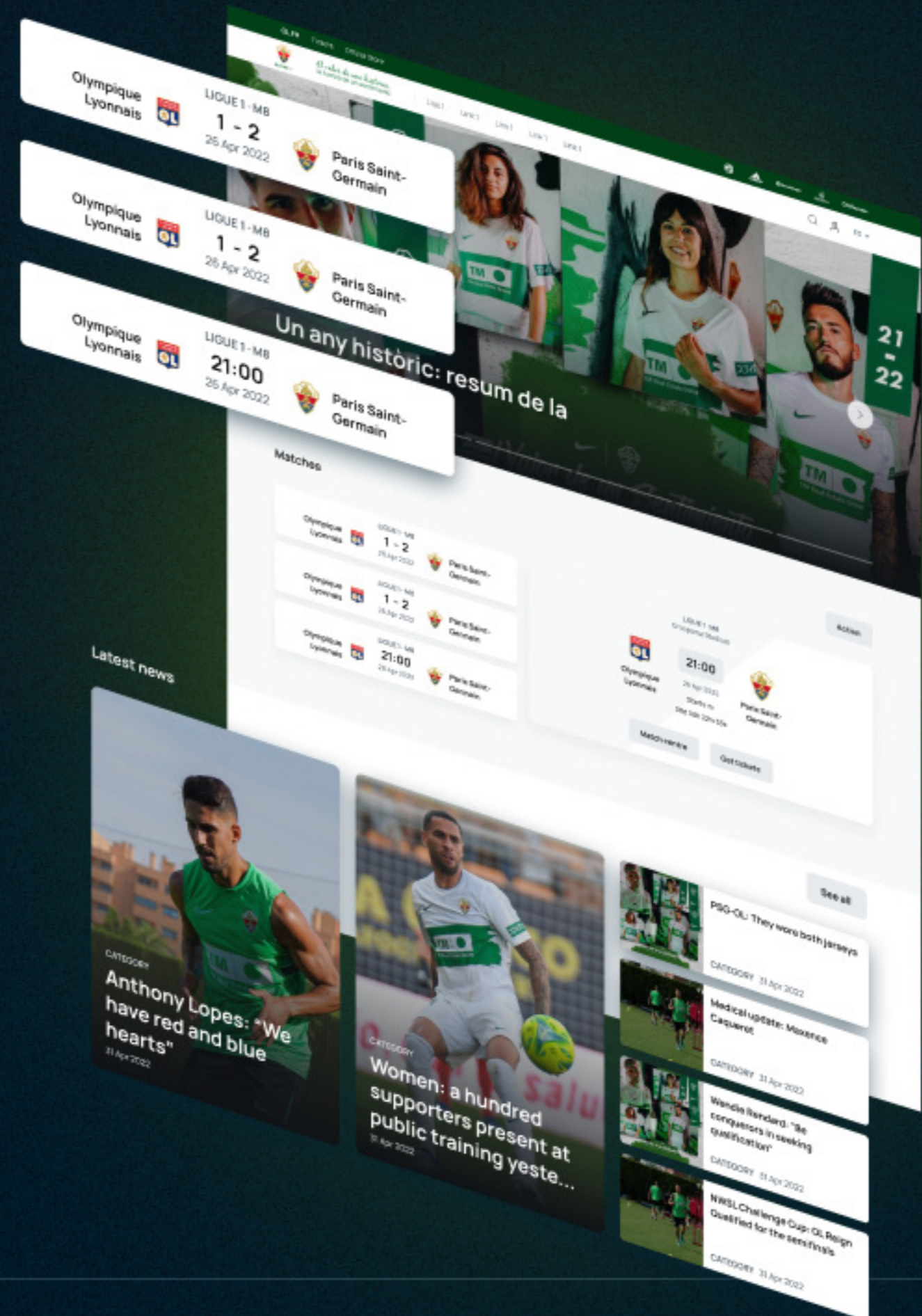
more time with your competition and your partners. We make life simple for you through pre-prepared design templates, providing data integration and rapid movement between apps and assets as standard.

The result? You build the online presence that works best for you, knowing you can develop and evolve the site as your ecosystem grows and new opportunities appear. The Maker platform is completely white-labelled, so every part of the design style, the appearance, the functionality and feedback to users is customized, unique to you and no-one else.

It's not a CMS: it's a CDMS

Through our Content Design & Management System (DCMS), you can create, manage and instantly update content across your digital platforms, from your applications to your social media.

The development approach we use is not only easy to manage, customers will also find it exciting and engaging.



Single-Sign On means customers and fans can switch between applications: moving from match highlights to, gaming, data, shopping or chatting to friends, all without wasting time signing in and out.

Your online presence always **reflects your brand**, with templates targeted at a wide range of sporting applications. Maker allows you to incorporate any content you need: audio, video, gamification, Augmented Reality (AR), NFTs: the possibilities are endless.

By connecting to all of your digital platforms, such as your streaming platform, ecommerce tools or stadium technologies, you are offering fans an all-in-one customer journey and a powerful second-screen experience that can accompany them anywhere they go.

Fully integrated

Many companies can help you create digital platforms like a website or an app, but we can help you create and manage a fully integrated sports platform, with data from other services built in. Users can engage with all aspects of your business, targeted at their specific interests.

From your matches, for example, Maker integrates social media and match data from Opta, so fans can explore meta-data, statistics, news streams and all key forms of information needed to add depth to the experience.

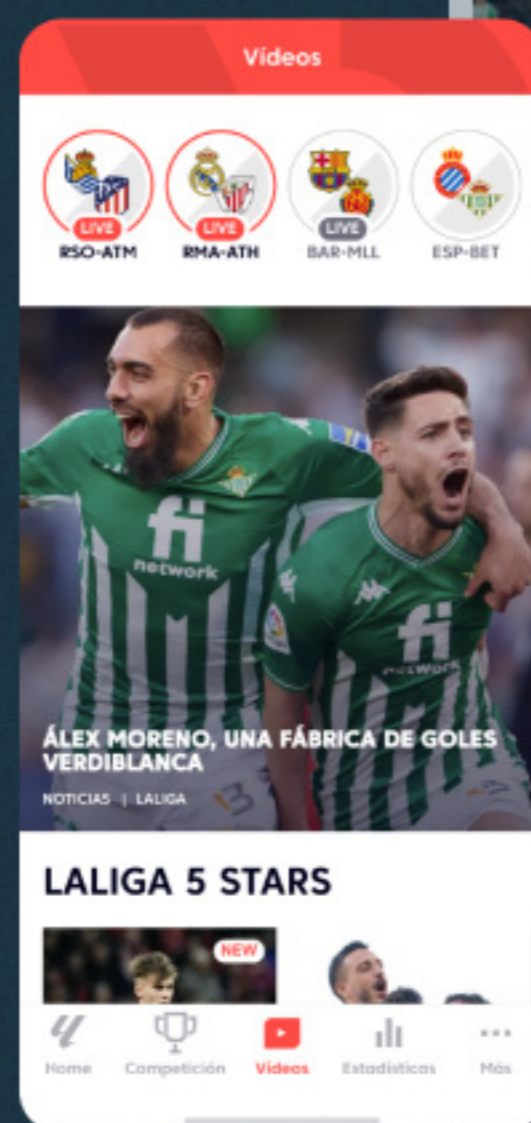
A platform for global growth

Maker is language and sports agnostic: you can integrate content in any language you choose, extending the reach of your competition and gaining users worldwide. You can save templates and previous versions, while easy integration with other platforms means you can export to TV channels and other sites, or import content from sponsors and other partners.

Data and analysis

Maker makes it easy to enhance and measure fan engagement. Data can be collected and analysed across all your content to enhance advertising opportunities and improve targeted marketing and strategies. Users input their details when registering and then you choose which data is most useful as you attract potential sponsors. Continuous telemetry-based monitoring keeps you informed of user actions and choices, providing a feedback loop to inform your marketing strategy.

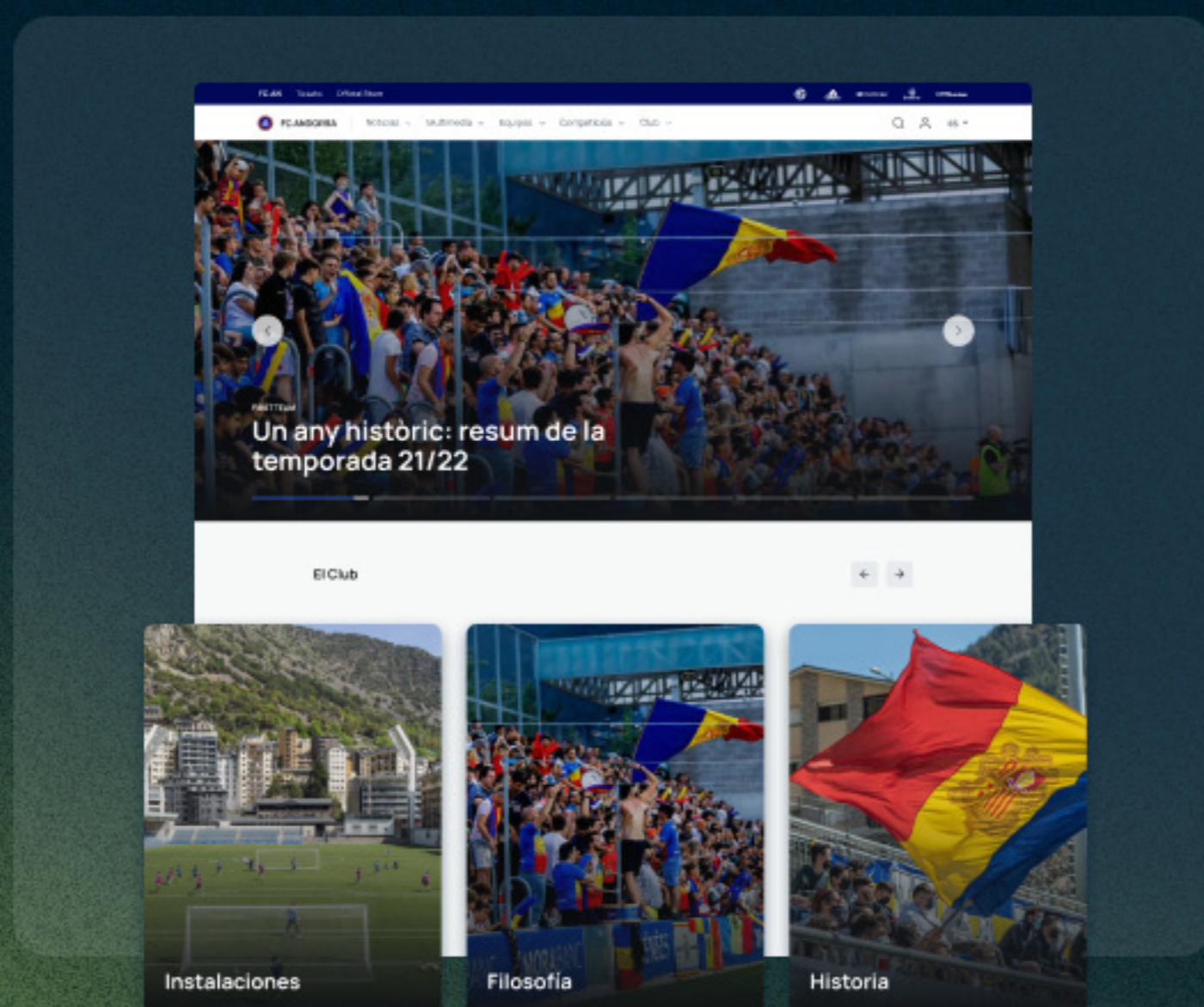
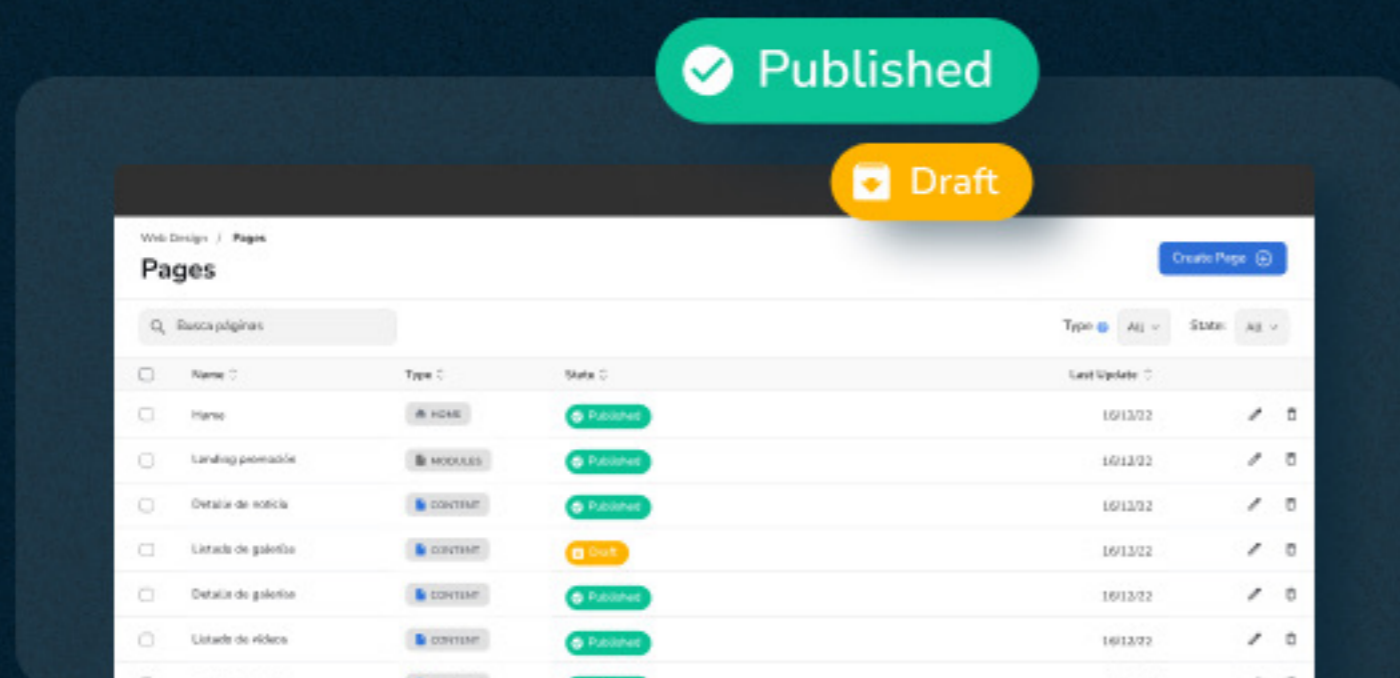
We can create dashboards to help understand and respond fast to user needs, while also making your platforms more attractive to advertisers through accessible, easy to interpret statistics. Data tools can be integrated to help create personalised offers across your ecosystem. We can also define and set up marketing campaigns, and also provide a licence to our Salesforce Marketing Automation CRM so you can execute marketing campaigns directly.



Monetization campaigns

Analysing behaviour not only improves the fan experience, it allows our clients to build a more solid database of insights: a valuable asset for commercial partners and for your future platform development. It will appear in all online app stores as a downloadable option, with you named as owners. In our experience, around 90% of all gamers.

- ◆ Adding **new revenue streams** beyond simple match day revenues gives you the chance to offer 24/7 entertainment to your fans, with increased user investment as their engagement increases.
- ◆ **Advertising options** are rich and attractive, with easy integration of AdServer to deliver targeted advertising to a complex community of users, with further options for sponsor spaces and targeted videos.



Getting Started

Sportian works with you to migrate data from existing applications where they exist, but we can also help you start from scratch. Once we begin working together, your new platform will be live and market-ready faster than you thought possible: potentially in just a few weeks.

There is nothing to install and no need to understand codes or web design. Our technology is cloud-based and requires only drag and drop functionality, allowing for maximum freedom of use: all you need to do is purchase a licence and select the functionalities you need.

Unlocking the benefits fast

Maker creates the hub of your entire digital presence, fully integrated with your existing technology stack and also future-proofed. You can ingest and easily use data from your other services, so monetization becomes easier and more efficient, as such key elements as ecommerce, gamification, ticketing and sponsorship spaces are built in from the start.

Working with us is highly affordable. Our price structure is flexible: whether you are an international brand, or a small, local league, our offer is adaptable and varied in depth.

This is not just a web builder: it's a finely-tuned instrument for growing engagement, loyalty and returns. We establish a collaborative working relationship with you, looking to impact your future growth strategies. We offer advice on advertising strategy, fan campaigns, or even selling space to sponsors.

Maker will propel your brand into the fully integrated digital world. We can transform your online applications to make them slicker, easier to use and more engaging. The seamless combination of engaging content, measurement and monetisation will keep fans interacting whilst keeping your advertisers and sponsors investing. It all starts now.

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