



FOR IMMEDIATE RELEASE

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**XV CAPITAL ATTRACTS HIGH PROFILE BOARD AND EXECUTIVE
TO SCALE LOCALLY, LAUNCH SPORTS TECH FUND, AND EXPAND GLOBALLY**

Leading sports advisory and investment firm, XV Capital, founded by former Australian Rugby Union captain Stirling Mortlock and business partner James Godfrey, has expanded its Board and made key executive appointments to accelerate its growth in the multi-billion dollar global sports tech industry.

Operating at the intersection of innovation, sport, and investment, XV Capital welcomes to its Board:

- John James, Managing Director of Vanguard Institutional Investor Group (US)
- Angus Wilson, Senior Managing Director of FTI Consulting Limited (UK), and
- Mark Cameron, Chief Executive of Digital Transformation management consultancy Alyve (AUS)

Additionally, XV Capital has appointed:

- Experienced sports marketing professional Rob Smith as Chief Commercial Officer & Partner, and
- Wealth management expert Marnie McLaren as Chief Operating Officer & Partner

“The addition of John, Angus and Mark to our Board, and Rob and Marnie to our executive team, provides the business, our investors and clients invaluable expertise and a global network and perspective. The unique skills and experience they each bring will help us achieve our ambition of scaling our local operations; building an institutional grade sports technology fund; and opening offices in the US in 2026 and Europe in 2028,” said Godfrey, Chief Executive Officer & Founding Partner.

The Australian Sports Technology Network (ASTN) recently published a Report stating that the Australian sports tech industry is now valued at \$4.25 billion.

“XV Capital’s immediate focus is to scale locally to support the established sport ecosystem and to capture the tailwinds created by the golden decade of major and mega events,” said Godfrey.

The Australian Olympic Committee has identified a \$2 billion funding shortfall leading into the 2032 Brisbane Olympic and Paralympic Games. XV Capital believes private investment in sports technology, together with the sports sector embracing innovation and government providing attractive incentives, will play a critical role in helping bridge this gap.

“There’s a huge opportunity for sports tech to help create efficiencies, reduce risk, diversify revenues, and enable sport in Australia to shine on the global stage, using a proven path of thought leadership and innovation,” said Mortlock, Chief Investment Officer & Founding Partner.

Two companies in XV Capital’s existing portfolio have recently received significant media attention.

Sportable Technologies and Intaneous are both working closely with the AFL on their smart ball solution to enhance officiating capabilities and provide a range of high performance, fan engagement, and other commercial applications.

Over the next three months, XV Capital will announce further equity agreements with several exciting local and international technology companies, as well as strategic partnerships that will bring new opportunities, efficiencies, and innovation into Australian sport.



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“The sports sector already represents approximately 1% of Australia’s GDP and we believe it’s time investors had an institutional grade solution to access opportunities in this sector. The US sports investment market is by far the most advanced in the world with family offices, global investment banks, venture capital, private equity and the like, all looking to access a sector that has been uncorrelated to traditional market conditions and performed well over the long term,” said Mortlock.

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About XV Capital:

XV Capital *invests* in Global Sports Innovation companies using our Game Changing criteria and process, to mitigate risk and maximise long-term success. As part of our process, we *accelerate* their growth by navigating the complex sports ecosystem and *connect* them to key decisions makers within Governing Bodies and NSOs, Professional Leagues, Teams and Academies, Player Associations, Clubs, School and Universities, Venues and Facilities, Media, Broadcasting, OTT and Streaming, Betting and Gaming, Government and Philanthropy, Annual, Major and Mega Events.

For more information about XV Capital, go to www.xvcapitaladvisory.com