



## VARCIS FORMS JOINT VENTURE VARCIS PMY ASIA LTD

**20<sup>th</sup> FEBRUARY 2020 | HONG KONG** - VARCIS announces the formation of PMY VARCIS ASIA, a joint venture between PMY Hong Kong and Varcis Group, to expand their extensive experience and expertise in property tech and sports and venue tech into Asia. Together with their proprietary funding schemes for large venue contracts and their phenomenal track record, PMY will bring the latest and most advanced technologies available to Asia properties creating new revenue streams and sustainable management solutions for different venue settings.

“PMY is the leading global technology advisory, investment and delivery company and through their experience working on global large-scale technology infrastructure projects, they have developed a strong understanding of the process required to successfully plan, design, finance, build and commercialise world-class technology solutions for Asia. PMY VARCIS ASIA will become the leading provider of their services to the Asian property tech and venue tech sector, particularly in China” said Mr. Phillip King, Chairman of Varcis Group. “Asia is a major market for PMY and VARCIS will utilise its strategic Asia partner network, investment and partnership funds, technology network and global advisory service network to support PMY on its Asian market entry.”

“Asia is a major focus for PMY. We believe VARCIS will bring its considerable strategic, technology investment and partnership capabilities to identify and deliver substantial opportunities in Asia working as Joint venture and assist each of us to win large-scale sports and civic venue projects. The highly experienced team at VARCIS will assist us to develop and implement market entry into the burgeoning Asian property and venue tech and sports business market. We are excited to work together to explore what comes next in 2020” said Mr. Paul Yeomans, CEO of PMY.

For more information, visit [www.varcis.com](http://www.varcis.com) or visit [www.PMY.com](http://www.PMY.com)

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### About PMY Group

PMY GROUP is a technology advisory, investment and delivery company that specializes in sport and entertainment venues, public and private assets, and major events globally. When PMY Group was founded in 2009, technology was disrupting industries globally and major venues were grappling to understand the benefits of, and business cases to support, investment into wireless connectivity and digital transformation. Our first client was the famous Flemington Racecourse of the Victoria Racing Club in Melbourne, Australia. We supported the development, implementation and commercialization of Australia’s first high density Wi-Fi solution at a racecourse, and observed Melbourne Cup racegoers enthusiastically embrace the service. It was to be the start of our global journey. Soon thereafter we supported many other Australian stadia including the Sydney Cricket Ground (Sydney), Etihad (now Marvel) Stadium (Melbourne), and Optus Stadium (Perth) to embrace technology and enhance their venues.

Our role was simple, we combined independent technical expertise with niche commercial rights knowledge to support the design, procurement, implementation and commercialization of customer facing technologies. Over the past decade, we have continuously developed our knowledge, extended into new industry sectors, and expanded throughout Asia Pacific, North America, the United Kingdom and Europe. We have now been engaged by more than 100 clients globally involving more than US\$400m of smart technology transactions. For more information, please visit [www.pmy.com](http://www.pmy.com)



**About VARCIS**

VARCIS is a global investment, strategy and research house specializing in sports, health, property and venue technology with extensive expertise in financial engineering in the Asia region. Created by a world-class leadership team, VARCIS has combined elite sports experience, investment management, brand licensing, venture growth research and transaction expertise in Sports, Fitness, Health, Wellness, Human Performance and Property and Venue Technology. The VARCIS global networks have access to capital markets, sports teams, leagues and organizations, property developers and venue owners in Asia. VARCIS's mission is to become Asia's most trusted investor and partner for sports, health, property and venue technology. For more information, please visit [www.varcis.com](http://www.varcis.com)