



VARCIS GROUP ANNOUNCES PARTNERSHIP with AUSTRALIAN SPORTS TECHNOLOGIES NETWORK LTD

FOR IMMEDIATE RELEASE

FRIDAY, 28th February 2020 | MELBOURNE AUSTRALIA – Varcis Group Ltd (VARCIS) is pleased to announce its partnership with the Australian Sports Technologies Network (ASTN). This partnership means that VARCIS and ASTN are now aligned and VARCIS is the exclusive ASTN representative for Greater China, Taiwan, Philippines, HK, Japan, Malaysia and Singapore.

“The VARCIS team have been amazed at the sophisticated Sports Technology market in Australia. At VARCIS, we see our role as facilitating entrepreneurs and organizations that want to expand into Asia. We are focused in venture capital investment, M&A/IPO advisory and have deep strategic relationships in Asia. Australia is undeniably a world-class best practice hub of Sports Technology and among the most advanced Sports Tech and Health Tech ecosystems in the world. We solve the gap that over 90% of the venture capital funds, are based in the Americas – we think the Asia’s growth story is remarkable within Sports Technology, Health Technology and Human Performance” said VARCIS’s Founder and Chairman, Mr. Phillip King.

“VARCIS was founded on the core belief that Asia’s 4.7 billion people will have a big role to play in the future intersection of sports, fitness, health, wellness and technology. There are plentiful opportunities for early-stage and Series A investments, local capital markets expertise, research and publications and brand distribution in Asia-Pacific which can accelerate Asia as the world’s cornerstone of Sports Technology. With ASTN ‘s commitment to Asia and its existing partnerships with AusTrade and the Victorian Government, the VARCIS ASTN partnership we believe will enhance ASTN members market entry into Asia”

ASTN’s commitment to Asia

“We believe this is a game-changing partnership for Australian Sports Technology and Sports Digital companies and Australia’s sports organizations. The VARCIS partnership benefits all ASTN members with the expertise, investment capital and networks of VARCIS who now become the world’s first Investment, Strategy and Research House dedicated to Sports Technology, Sports Digital, Human Performance, Sports Business, Sports Innovation, Sports Equipment and eSports” said ASTN Chairman, Mr. James Demetriou. “VARCIS is positioned to solve two missing parts of the Australia and Asia Sports Technology landscape – investment venture capital and a world-class distribution network and access to supply chains. Asia has 62% of the world’s population across 48 countries – Asia is the next frontier in Sports Technology and this gives ASTN a powerful cornerstone of the future Asia Sports Technology story”.

For more information, visit www.varcis.com or visit www.astn.com.au

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About Varcis Group Ltd

VARCIS is a global Investment, Strategy and Research House specializing in Sports and Health Tech in the Asian region. Created by a world-class leadership team, VARCIS has combined elite sports experience, investment management and brand licensing, venture growth research and transaction expertise in Sports, Fitness, Health, Wellness and Human Performance. The VARCIS global networks have access to tens of thousands of sports teams, leagues and organizations in Asia and internationally – as well as the world’s leading sports entrepreneurs



Australian Sports
Technologies Network

and exciting young companies. VARCIS has unique access to China, India, Hong Kong, Australia, Korea, Singapore, Philippines and all 48 countries across the Asia region. VARCIS's mission is to become Asia's most trusted investor and partner for Sports Technology. For more information, please visit www.varcis.com

About Australian Sports Technologies Network Ltd

Australian Sports Technologies Network (ASTN) provides leadership in the commercialization, development and promotion of Australian-inspired Sports Technologies. Established in 2012, ASTN is today a world-leading pioneer with over 500 organizations in its national network across the landscape of Sports Digital, Sports Research, Stadium/Venues, Media, Entertainment, eSports, Human Performance, Fan Engagement, Sports Data, Artificial Intelligence in Sports, Sports Equipment and Sports Smart Apparel and Sports Universities. ASTN's mission is to help Australians scale and commercialize their technologies into international markets and assist universities and research institutions to commercialize projects. For further information, please visit www.astn.com.au