



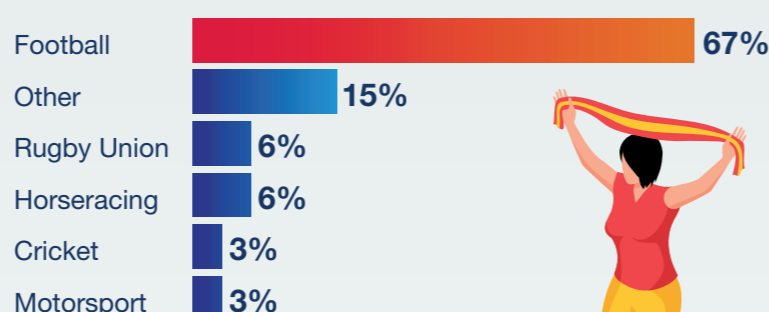
Create the right formula with Halo
Connecting people,
places & information

With numbers rising across all areas, Sports Grounds and other major venues need to create the right formula for success

In 2023, a total of 80.2m fans purchased tickets to watch professional sports in the UK, surpassing the previous record of 76.2m in 2022¹.



That's **80.2 million** who need to be protected at the venues they attend



With growth in attendance across all major sports – everyone needs to think about how they protect their fans

Zone Ex is on the rise - hosts of major events need to think about how they protect everyone – inside the venue and out

Euros 2024²
10 fan zones
5.8m visitors
600k take part in fan walks to the stadium

Non-sports events at stadia deliver significant income streams, venues need to consider how they adapt to the changing context of different events

23.7%
In 2019, 23.7% of Madison Square Garden's revenue came from concerts³



= A NEED FOR CHANGE

66%⁴ of fans say they've observed disruptive behaviour

74%⁴ state that being able to report an incident inside the venue makes them feel safe

Venues really benefit when they embrace integrated technology to engage their fans more directly in their safety operations

Delivering the Right Experience

The Halo solution can help sports stadia to create a winning formula

Manage centrally and act locally

Manage all tasks and incidents from a central point and deploy the right person to the right place at the right time



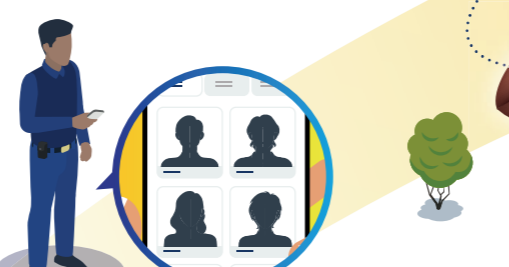
Collaborate effectively

Integrate 3rd party suppliers into your Incident and Safety Operations platform to streamline incident response and maximise your eyes and ears for total safety



Rogues Gallery

To keep lawful track of all your risk fans, accessible also via mobile app to aide identification and protection on the ground



Manage different events

Create dashboards for match days, concerts, conferences, weddings or Christmas parties, 365 security, facilities and maintenance, every operational aspect of the business all in one platform

Protect your athletes

Assign specialist teams with verified credentials to specific areas and manage them through multi-team mode



Supporting Zone Ex

Ring fence Zone Ex with geolocation to assign teams to this specific area and connect remote locations so the fans and staff are all provided the same protection

Get ahead of the game

Use media streaming from drone footage and over sources like body worn and CCTV cameras to easily identify if unrest is starting



Engage your fans

Provide accessible public reporting tools so fans can report incidents as they see them



Protect your fans

Quickly and efficiently deploy team members to the places where they are needed with the Halo Mobile App



Police Access

Provide free of charge access for Police Spotters and Intel units to share with them what you want, easily

Protect your staff

Staff ID cards with QR codes, Facial Recognition, secure onboarding with training, and document checks, together with the management of incidents and tasks, make the Halo solution the most diverse and powerful available to sports stadia



By digitally transforming your safety operations, Halo offers a whole venue approach by connecting the right information to the right people at the right time.

Find out how Halo can help you get connected and keep your venue safe.

Visit us at halosolutions.com



Sources:
1. <https://twocircles.com/gb-en/2023-attendance-report/>
2. <https://www.uefa.com/news-media/news/0281-12067883895-66e91a93041-1000-the-numbers-of-uefa-euro-2024-off-the-pitch/> (as of 13/07/24)
3. Madison Square Garden Revenue 2017-2020 Source: Statista, 2024
4. Industry Research Reports – The National Center for Spectator Sports Safety and Security (usm.edu)