

ALL ABOUT SPORT

Large, stylized white text spelling "CUBE" in a bold, blocky font, positioned at the bottom of the image. The letters are partially filled with a blue and white wave pattern, and the background behind the text is a blurred image of a surfer riding a wave.



Cube International is a group of integrated companies bringing unique, forward-thinking and game-changing concepts to the sports event, sports retail and modular building industries.

We work with some of the world's most iconic brands and our team combines global industry-leading experience with a real commitment to partnership and collaboration.



OUR VISION.

To **reimagine**, transform and elevate global sports events

OUR MISSION.

To **reimagine** and **empower** sports teams, events, brands and organisations to elevate, excite, engage and **activate** their spectators, fans and visitors

REIMAGINE **EMPOWER** ACTIVATE



Andy Moss, Executive Chairman, Cube International

Andy is a dynamic entrepreneur with a wealth of business-building experience in the sports and event industries. His background is in motorsport and team management, and has had a long career in successfully developing inspirational events globally. As Executive Chairman and founder of Cube International, he has been the driving force in creating the Cube group of companies.



Ed Boardman, CEO, Cube International

Ed has over 18 years' experience across all aspects of direct to consumer, retail, ecommerce, product buying & sourcing. During his time as CEO of Fanatics International, he has managed client relationships across multiple sports teams and brands, including FC Barcelona, Real Madrid, Manchester United, UEFA, F1, Wimbledon, NBA, NFL, adidas & Nike. As Cube's CEO, Ed draws upon his substantial experience in international sport to guide the whole Cube team to deliver success.



Andy Bough, Commercial Director, Cube International

Andy has enjoyed a successful career in international sports brand management, licensing and retail. In 2011, Andy launched Cactus Brand Partners, consulting to brands including The Ryder Cup, The Open, The European Tour, England Rugby and America's Cup. His vision for a new kind of partnership between retail partners and rights holders was the inspiration for the start of Cube Partnership in 2019.



Marijke Moss, Marketing Director, Cube International

Marijke started her career at the International Tennis Federation managing sponsor & media partnerships at the Olympics, Grand Slams and Davis Cup. She has also worked in the world of motorsport, organising hospitality and events for commercial partners of the 555 Subaru World Rally Team and British Touring Cars. Her sports marketing role has since expanded to many other sports, including premier league football, rugby and inclusion sporting events.



Carl Thompson, Director of Operations, Cube International

Carl has brought his background as construction project manager into the world of sports and events, providing a new level of expertise to on-event build management. At Cube he has delivered a global solution to F1's Official retailer and delivered a multi-venue solution to the Cricket World Cup, UEFA Nations League, U21's and the NFL London Games. Carl is also the inspiration behind Street Velodrome and NexGen.



Jon Graham, MD, Cube Management

Jon has held key marketing, sales and business development roles in retail, banking and professional sport throughout his 25 year career, including MD of Worcestershire County Cricket Club and Commercial Director of ruck.co.uk. His entrepreneurial, commercial and decision-making skills have seen him provide strategic advice and operational solutions for multiple fast-paced businesses.



Brandon Weston, MD, Cube Modular

Brandon is a successful entrepreneur with a wealth of business experience in many sectors, including the retail, building and leisure industries. He has delivered major projects for many clients, including the RFU and Premier League football clubs. He has been instrumental in the development of Cube's Covid solutions, as well as the development of the group's sustainable temporary portable building solution, Continst containers.



Chris Bailes, Trading Director, Cube Partnership

Chris has 15 years experience in licensed sports merchandise. He was Retail & Events Director at Fanatics, responsible major partnerships across retail, events and ecommerce including UEFA, Ryder Cup, NFL, Rugby World Cup, Wimbledon, Man United, Man City and F1. As a member of the senior leadership team, Chris has been instrumental in the rapid growth and internationalisation of Cube Partnership.

THE CUBE GROUP.



SPORTS EVENTS REIMAGINED

CUBE MANAGEMENT.

Cube Management is an established, award-winning, event services, infrastructure and overlay business with a reputation for operational expertise, client satisfaction and outstanding results.

We offer a full suite of event services, including strategy & planning, compliance & safety, design & installation, branding & fit-out, site management, and retail operations.



CUBE MANAGEMENT.





MODULAR BUILDINGS REIMAGINED



Cube Modular is a specialist designer, manufacturer and distributor of innovative modular portable structures of exceptional design, construction and functionality.

From bespoke structures to our award-winning Contineast foldable containers, portable facility solutions and flat-pack units, our products provide creative and easily-accessible modular buildings for the sports and events industries.

CUBE MODULAR.



CUBE MODULAR.



SPORTS RETAIL REIMAGINED

Cube Partnership is an expert licensing, merchandise, retail and e-commerce business which delivers exceptional retail experiences for fans and great engagement for our partners.

Our commitment to collaboration & partnership, creativity and innovation makes us an ideal partner for sports organisations seeking omni-channel licensing, merchandise, and retail solutions.



CUBE PARTNERSHIP.



OUR WORK.



We work with some of the biggest and best sports events, teams and brands around the world.

CLIENTS & PARTNERS.





RETAIL & MERCHANDISE.

MEGA STORES.



POP UP STORES.



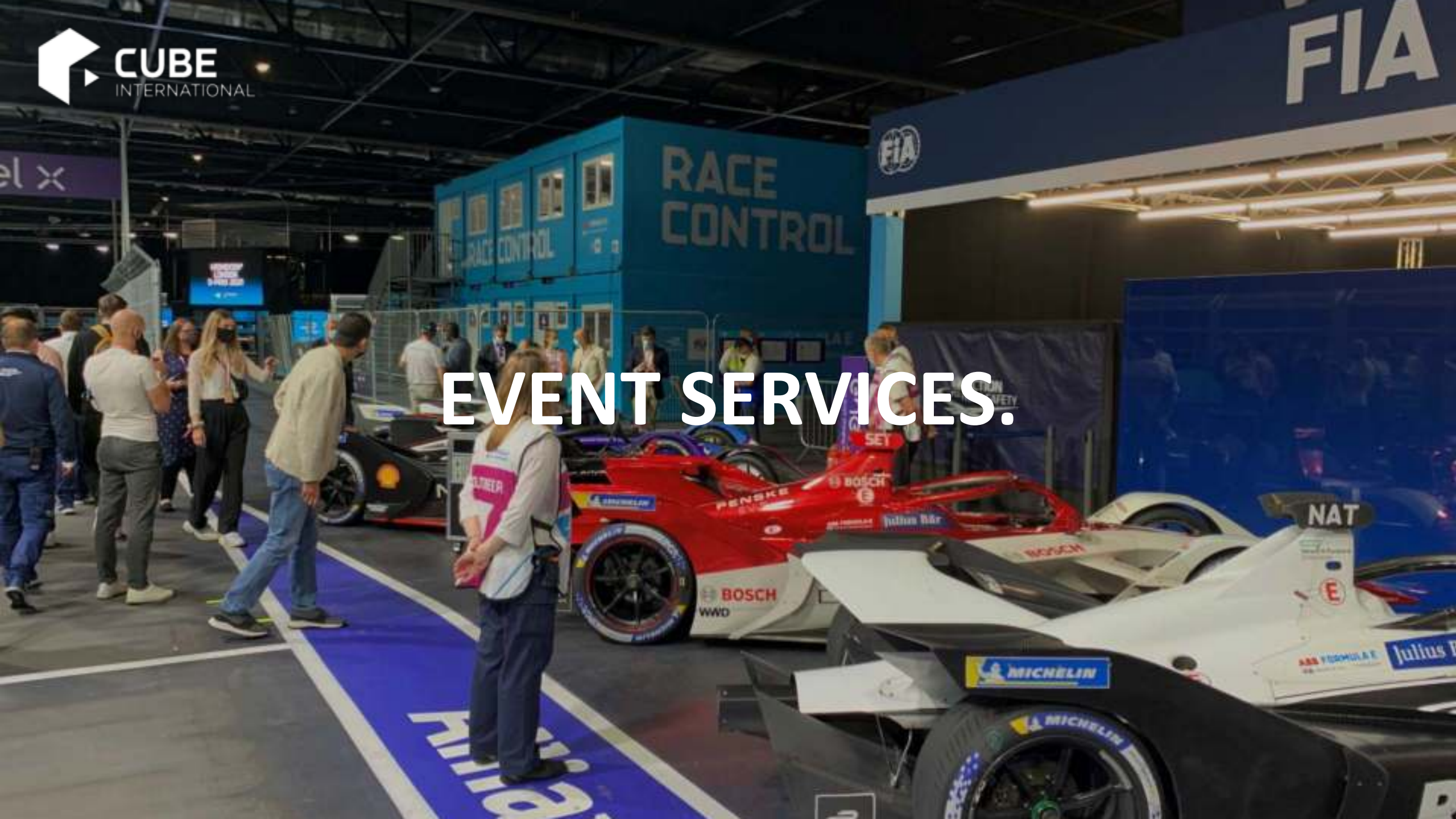
BAR & CATERING UNITS.



ASSETS & FITTINGS.



EVENT SERVICES.



EVENT OPERATIONS.



COVID HEALTH & SAFETY.



EVENT SPECTATOR SERVICES.





CONTINEST CONTAINERS

THE WORLD'S MOST SUSTAINABLE TEMPORARY PORTABLE BUILDINGS.



CONTINEST



Continest's unique design enables multiple units to be transported on a single truck, delivering huge savings on road haulage costs and significant reductions in carbon emissions.



Continest is the world's most sustainable foldable portable building solution.



Large, stylized, blue-outlined letters spelling "CUBE" in the background, partially overlapping a dark blue geometric pattern of triangles and arrows.

OUR COMMITMENT TO SUSTAINABILITY.

Through our Commitment to Sustainability programme and our ISO20121 Sustainable Event Management Certification, we set the framework for continual refinement and improvements with regards to minimising the environmental impacts of our operations.



Our Group policies and procedures aim to mitigate carbon emissions, improve energy efficiency, protect the safety and wellbeing of those who work for us and alongside us, increase stakeholder awareness and enhance the long term economic viability of projects and events we support.

Our Commitment to Sustainability programme includes the following commitments:

- **Reducing the carbon footprint of transport logistics**
- **Reducing waste associated with the manufacturing of units**
- **Reducing energy use and wastage across all operations**
- **Using sustainable packaging in our retail operations**
- **Designing products that are multi-purpose and long-lasting**



HEALTH & SAFETY.



We are certified by the Construction Health & Safety Assessment Scheme (CHAS), but our Commitment to Safety programme goes beyond mere compliance. We provide industry-leading solutions and a best-practice approach to ensure that our planning, operations and management processes are safe and responsible.

- We have brought these processes together, working with global leading partners, through the launch of the ground-breaking Safe Event Scheme. This scheme seeks to promote the safe and responsible planning and management of events using a universal cross-sector certification mark.
- Our processes fully incorporate the requirements of the CDM Regulations 2015. With our construction project management expertise we have been well placed to help the industry transition its H&S processes, aligning them to the statutory requirements created by the Regulations and their EU equivalent. We have acted as both Principle Designer and Principle Contractor for numerous clients including the UK Government.



PLANNING & COMPLIANCE.



We pride ourselves on our proactive approach to all matters relating to compliance and good governance. As a global organisation, we believe it's crucial we meet the standards laid out for operational compliance, security, and privacy to meet the requirements of the markets and regions we work in, and those of our clients and the Cube group as a whole.

YOUR DATA. OUR RESPONSIBILITY.

Our retail operations are supported by Cyber Essentials Plus, the highest level of certification offered under the UK government's cyber security certification scheme. Our systems are subject to rigorous independent audit and verification processes which ensure we maintain the security and integrity of our clients' customer data.

OPERATIONAL RISKS. MITIGATED.

Our risk mitigation project planning and delivery processes ensure key deliverables are safeguarded against operation risks. We use recognised risk matrix approaches such as PESTLE to evaluate political, environmental, social, technological, legal and economic related project risks. Our expertise and network of trusted partners in both UK and global markets enables us to ensure our approach to project management delivers reassurance for our clients that their commercial and reputational objectives can be met.

OUR ETHICAL APPROACH

Cube's commitment to ethical business conduct is firmly rooted in the company's core values: to inspire, adapt, empower, innovate and protect. These values are instilled in the whole of the Cube team.



▶ **Ambitious**

We are relentless in our pursuit of excellence and uncompromising in our delivery of time-critical strategic planning, end-to-end operational expertise, and integrated event infrastructure.

▶ **Innovative**

We are the forefront of redefining and reimaging how events, brands and businesses connect and engage with their audience.

▶ **Collaborative**

We are inclusive and collaborative. Working in partnership with our clients we fully immerse in their culture, ensuring that their goals are at the heart of everything we do.

▶ **Adaptable**

We are flexible partners, providing uniquely qualified crafted support. We are responsive to change, providing speed of thought and actions to ensure we always deliver.

THANK YOU

ANDY BOUGH

Commercial Director

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A large, stylized white outline of the word "CUBE" is positioned at the bottom of the page. The letters are bold and blocky, with the 'U' and 'B' being particularly prominent. The background of the entire slide is a photograph of a surfer riding a wave, with the ocean in shades of blue and green and a cloudy sky above.