

## Celebrating two years of remarkable growth and momentum

In December 2025, we celebrated the second anniversary of our founding. These past two years have been a period defined by steady growth, meaningful partnerships, and our continued commitment to “redefine remarkable” – delivering value, excitement, and excellence for both event owners and goers.

The team at BEYOND has taken our collective decades of experience and distilled it into an exciting new brand and company, evolving from a new market entrant into a trusted, innovative organisation that creates, curates, and shapes sports hospitality and ancillary services.

### A look back at key milestones

Since our launch in 2023, the focus has been on building a strong foundation grounded in operational excellence and customer-centric thinking. Last year, several important milestones were achieved reinforcing our trajectory, including growing the team to some 150 staff, with permanent offices in six countries.

And although our wins are broader than the events we have delivered, those are many and significant:

- In 2024, we conceptualised and delivered a multitiered and elevated Official Hospitality programme for **CONMEBOL Copa América USA 2024™** across 14 stadiums in ten US states, with select hospitality options in all venues, including an incredible collaboration with renowned restaurant brand Sexy Fish.
- We also announced an agreement with Liverpool FC and Anfield Stadium who appointed BEYOND Hospitality as Exclusive Sales Agent for their new in-stadium flagship hospitality venue, **Founders Lounge**. This plush, members-club-style venue delights guests with its gourmet menu and incredible service.
- In December 2024, FIFA appointed BEYOND Hospitality as the Official Hospitality Provider of the inaugural edition of the **FIFA Club World Cup™** – the most inclusive club competition ever, hosted in 12 venues across the United States in June and July 2025. This event featured 32 of the world’s top clubs, and included six tiers of premium and luxury hospitality – topped off with a special collaboration with master chocolatier Amaury Guichon.
- In early 2025, we contracted with Qatar Airways Holidays to deliver – on a white label basis – their Ticket-inclusive Travel Programme for the **FIFA World Cup 26™** (more below).

- In April 2025, we shared the exciting news that UEFA had selected BEYOND to create, market and sell official hospitality travel packages for the next three editions of the **UEFA Champions League™ Final** – Munich 2025, Budapest 2026, and (recently confirmed) Madrid 2027. These curated travel packages celebrate not just the culmination of this annual football showcase, but also the host cities.
- Finally, in December 2025, we delivered world-class Official Hospitality for the **FIFA Arab Cup Qatar 2025™** and **FIFA Intercontinental Cup Qatar 2025™**.

## Wonderful partnerships

In addition to the above, we've deepened our relationships with key industry stakeholders, and our unbeatable global Sales Agent network. Behind-the-scenes we're hard at work with new partners and old friends on some exciting programmes designed to bring fans to incredible events, and connect those events to the world.

We're excited to be working once again with Qatar Airways Holidays, to play a part in making the **FIFA World Cup 26™** a tournament to remember – helping with the delivery of Qatar Airways Holidays' Ticket-inclusive Travel Programme. Additionally, we have launched our own ticket-exclusive travel programme, Beyond Travel Services '26 to help fans streamline their travel logistics and make the most of their tournament journeys.

## Collaboration and connection – with an eye on the future

These achievements reflect the dedication of our team and the confidence placed in us by our partners and clients. Now in our third year, our focus remains innovation and long-term value creation, as well as our continued growth. We are investing in our global reach and the broader sports events ecosystem, strengthening our partnerships and – as always – committed to enhancing the experiences we deliver to our clients and stakeholders.

*“Our second anniversary marked not just the passage of time, but invites us to reflect on our journey. The successes above and those to come are a testament to what can be achieved through clarity of purpose, strong values, and a talented team committed to excellence.”*

*– Jaime Byrom, Executive Chairman*

Thank you to our employees, partners, and clients for being part of our journey so far. Together, we are shaping the future of our industry with prestigious events, extraordinary opportunities, and remarkable people. Here's to the next chapter of BEYOND!