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SAGE BECOMES OFFICIAL PARTNER OF THE HUNDRED

- *The global technology leader is teaming up with The Hundred as part of a multi-year deal.*
- *As Official Insights Partner, Sage will support decision making during The Hundred, as the presenting partner of The Hundred Draft from 2023, as well as branding the umpires' uniforms and powering the Decision Review System from this summer.*
- *Local small and mid-sized businesses, as well as Sage customers and the community, will benefit from the partnership with access to tickets and experiences, content and promotional opportunities.*

Sage, the leader in accounting, financial, HR and payroll technology for small and mid-sized businesses, has today become the Official Insights Partner of The Hundred and, from 2023 onwards, The Hundred Draft will be powered by Sage.

The Hundred launched last summer to packed out crowds across England and Wales, exciting cricket fans new and old with its innovative mix of high energy sporting action and epic entertainment.

The partnership is a key symbol of change as part of Sage's new brand refresh, aligning with The Hundred's aims to engage new audiences and put gender parity at its heart. The competition sees men and women playing side-by-side on the same stage, with equal prize money on offer.

Through the activation, Sage will bring fans closer to The Hundred's big decisions, powering the Decision Review System (DRS) in broadcast and big screens inside the grounds, together with branding appearing on the umpires' kit during the tournament.

Sage will also be Presenting Partner for The Hundred Draft, highlighting the importance of using in-depth analysis to drive effective player selection. To support this, the partnership will launch a content series this summer, focusing on the use of data and insight behind cricket's newest competition. The content will feature the key decision makers from this year's draft, reviewing the big signings and demonstrating how insights determined the teams' key selections.

The inaugural year of The Hundred saw more than 510,000 people attend games, with a TV audience of over 16 million, and record-breaking crowds for the women's competition.

Rob Calder, Commercial Director, The Hundred said: "As a global leader in supporting small and mid-sized businesses with data-driven decision making, Sage is the perfect partner to power our Decision Review System this summer, and The Draft from next year. We look forward to working with Sage as we get ready for another huge summer for The Hundred."

Cath Keers, CMO, Sage, said: "The Hundred is a tournament with rich data at the heart of its decision-making, from drafting players to in-game analysis. Fast accurate decision making powered by deep insights is how we help

business flow for our customers. The partnership is an exciting opportunity to share the power of data with a global audience of cricket fans and communities around the UK.

“We’ll bring this partnership to life over the coming months and years making sure our colleagues, customers and communities all benefit with access to tickets and experiences, content and promotional opportunities.”

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NOTES TO EDITORS:

About Sage:

Sage exists to knock down barriers so everyone can thrive, starting with the millions of small- and mid-sized businesses served by us, our partners and accountants. Customers trust our finance, HR and payroll software to make work and money flow. By digitising business processes and relationships with customers, suppliers, employees, banks and governments, our digital network connects SMBs, removing friction and delivering insights. Knocking down barriers also means we use our time, technology, and experience to tackle digital inequality, economic inequality and the climate crisis. Learn more at www.sage.com/en-gb/

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