

A UNIVERSAL CRAVING FOR CONNECTION



Fan Engagement Strategies and Solutions for the Sports, Entertainment
and Destination Sectors





A young athlete runs barefoot along a dusty track in Kenya.

**ACROSS AFRICA AND
THE MIDDLE EAST,
POWERFUL MOMENTS
UNFOLD EVERY DAY:**

Different places. Different dreams. But one truth connects them all: **A universal craving for connection.**



A rising artist pours passion into a canvas in Cairo.

A fan cheers pitch side in Senegal and, a tourist experiences the thrill of F1 in Abu Dhabi.



WE EXIST TO BUILD THOSE CONNECTIONS.

At ProTouch, we exist to build those connections.

Founded in 2016 in South Africa and now proudly operating in the United Arab Emirates, ProTouch is redefining sports, entertainment, and tourist destination engagement across the region.

We empower brands, athletes, teams, artists, creators, and destinations to connect directly with fans, unlock new revenue models, and build sustainable, digitally-driven communities - through advanced technology solutions and strategic advisory services.



OUR COMMITMENT ALSO RUNS DEEPER.

We are passionately enabling athletes from emerging markets to realise their potential on the global stage.

Our proprietary platform, Podium Pursuit, is a living demonstration of what's possible when technology, fan engagement, and alternative revenues converge.

Through Podium Pursuit, we transform opportunity into impact - celebrating, funding, and elevating the next generation of champions.

**We don't just imagine the future -
We build it.**

VISION AND PURPOSE

Our vision is simple yet powerful: To build a future where technology unlocks deeper human connections across sports, entertainment, and tourism.

We believe fans are the heartbeat of every brand, every athlete, every artist, and every destination - and that digital innovation holds the key to activating their passion in powerful new ways.



Driving Innovation
that transforms traditional industries
into immersive, connected
ecosystems.



Unlocking New Revenue Models
that fuel sustainable growth for
athletes, artists, teams, brands, and
destinations.



Creating Thriving Digital Communities
where fans, athletes, creators, and brands
interact meaningfully, share stories, and
build lasting value.

A background image showing two hands shaking in a firm grip, symbolizing partnership and agreement. The background is a dark, blurred digital screen with various numbers and data points, suggesting a high-tech or financial context.

**THROUGH TECHNOLOGY, CREATIVITY, AND A FAN-FIRST MINDSET,
WE ARE BUILDING MORE VIBRANT, CONNECTED, AND
PROSPEROUS ECOSYSTEMS FOR ALL.**

STRATEGIC SERVICES OVERVIEW

Advisory, Strategy, Engagement, Analytics, and Monetisation

We offer a comprehensive suite of strategic services designed to unlock growth and build sustainable success for our partners.



Digital Strategy and Transformation:

- Auditing digital assets and activities.
- Developing strategic roadmaps aligned with brand goals.
- Structuring internal workflows and resources for digital excellence.



Community Building and Fan Engagement:

- Growing authentic, loyal fan and audience communities.
- Creating culturally resonant, emotionally engaging content.
- Implementing strategies that foster deep loyalty and organic growth.



Analytics, Insights, and Reporting:

- Real-time performance monitoring and optimisation.
- Socio-demographic and psychographic profiling of audiences.
- Delivering actionable insights that refine content, engagement, and monetisation strategies



Sponsorship Activation and Monetisation:

- Identifying and packaging digital sponsorship opportunities.
- Designing activations that deliver measurable engagement and brand lift.
- Building customised partner programs based on data-driven audience profiles.

DIGITAL SOLUTIONS OVERVIEW

A person with a joyful expression, wearing a red and yellow headband and a red and yellow shirt, has their arms raised in a celebratory gesture. They are in a large stadium filled with a crowd of people, also with their arms raised, suggesting a significant event or victory. The background shows the stadium's roof and the vastness of the crowd.

Powering the Future of Connection

We combine cutting-edge digital solutions with strategic technology distribution to empower the future of fan engagement across Africa and the Middle East.

We deliver immersive experiences, optimise monetisation, and localise global innovations to meet the dynamic needs of regional markets.

KEY DIGITAL SOLUTIONS



Web3 Fan Engagement Platforms

Together with **Blocksport**, we deliver white-labelled fan ecosystems featuring:

- Exclusive content hubs, gamification, and digital collectibles.
- Centralised fan intelligence through Customer Data Platforms (CDPs).
- Gamified loyalty and rewards engines.
- Web3 tokenisation (NFTs, memberships, fan-led crowdfunding).
- Integrated e-commerce and sponsor visibility.



Next Generation of Interactive Video Experiences

In partnership with **Data Republic**, we provide cutting-edge video personalisation, interactivity, and augmented reality (AR) experiences empowering rights-holders, brands, and athletes to create new revenue streams, increase brand visibility, and unlock untapped markets through personalised, data-driven fan engagement:

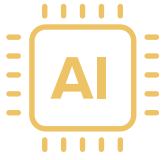
- Generate Millions of Personalised Videos at Scale – Within 24 hours.
- Harness AI Voice Cloning & Lip-Sync Tech – Delivering authentic, localised video experiences in any language.
- Offer Zero Data Cost Consumer Options.
- Leverage Data-Driven Campaigns.
- Publish Across Multi-Channel Platforms – With real-time analytics, lead generation, and campaign optimisation.
- Deliver Immersive AR Experiences – Fans can take selfies and interactive videos with their favourite athletes, celebrities, and teams – creating shareable, one-of-a-kind souvenirs.



Live Blogging and Video Platforms

Partnering with **Tickaroo** to build real-time storytelling experiences to deliver instant updates, scores, images, and videos without coding:

- Maintaining narrative control beyond social media algorithms.
- Integrating ad opportunities for brands within live content.
- Foster direct fan commenting and interaction on owned channels.



AI-Powered First-Person Video Solution

In partnership with **Mindfly**, we bring next-generation AI-powered first-person video solutions enabling teams and leagues to transform live storytelling, deepen fan engagement, and unlock commercial value through immersive content.

Beyond traditional cameras, the POV platform provides:

- Leagues and federations with wearable body cam technology to deliver AI-generated match content, highlights, and behind-the-scenes footage in real time.
- Teams and athletes with a seamless, safe, and familiar way to capture and share first-person views using GPS-vest compatible gear.
- Broadcasters with immersive content streams for live and near-live viewing, enhancing traditional coverage with unique player/referee perspectives.
- Brands and sponsors with viral-ready media assets and branded moments that create emotional impact and measurable reach.
- Fans with an unparalleled viewing experience - stepping onto the pitch, court, or field as if they were part of the action.





Live Interactive Audio-Visual Experiences

In collaboration with **Livery**, we bring the next evolution of digital broadcasting - empowering creators, broadcasters, and brands to captivate modern audiences through real-time, AI-enhanced video streaming, dynamic interactivity, and commerce-enabled content.

Beyond traditional streaming and broadcast models it delivers:

- Broadcasters and media owners with a white-label social video platform - blending professional-quality video with creator-led content and gamified audience engagement that boosts retention, reach, and monetisation.
- Content creators and streamers with AI-powered tools - enabling real-time captions, dubbing, personalised content versioning, and interactive overlays like trivia, predictions, and chat to turn viewers into co-creators.
- Brands and advertisers with integrated shoppable content - offering synchronised product drops, live ratings, and interactive calls-to-action that drive purchase behaviour directly within the stream.
- Event organisers and entertainment platforms with scalable, multi-platform delivery - supporting big live moments, watch parties, and talk shows with synchronised second-screen experiences and full control over data and branding.
- Audiences and fans with immersive, real-time connection - allowing them to vote, comment, compete, and shop as part of the show, transforming passive consumption into participation.



DIGITAL ENGAGEMENT AND LOYALTY PLATFORMS

Blockchain-verified proof of participation and digital assets passports:

- Issuing event-specific digital collectibles and loyalty badges.
- Building fan loyalty programs that drive emotional connection.
- Offering gamified leaderboards and rewards to incentivise engagement



LET'S CONNECT



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