



Agile Sports Technologies, Inc. dba Hudl

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hudl.com

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Valid from 1 January 2024 – 30 June 2025

To Whom It May Concern:

This letter is to confirm that Agile Sports Technologies, Inc. dba Hudl ("Hudl") is the sole source provider of the following products, singularly and/or in combination:

Hudl	Sportscodel
Studio	Coda
Wyscout	Hudl GamePass
Hudl Assist	Hudl Focus
Hudl Focus Indoor	Hudl Focus Outdoor
Hudl Focus Flex	Hudl Sideline
Replay	Volleymetrics

Hudl's products are sold and supported only by Hudl in the United States and Canada. There are no resellers, agents or dealers authorized to represent these products aside from Hudl. While there are other products available that may provide some functionality similar to Hudl products, there are no other like products available for purchase that offer the same integrated purpose and function. Hudl's suite is an integrated video capture, editing, and distribution solution developed for athletic teams of all levels, from youth recreational to professional, for every phase of the video analysis process. The product descriptions below demonstrate how Hudl's products work together and individually to provide the comprehensive solution that only Hudl offers its customers:

1. Capture

- a. **Hudl Sideline:** An instant replay solution allowing for review from up to two angles. Coaches can use a Hudl camera, an iPad or an iPhone to record plays for instant review by everyone on the sideline and in the press box. The portable router acts as the bridge between all recording and viewing devices, with no internet or computer needed. It integrates seamlessly with the existing Hudl platform, allowing for immediate upload of all video after the game.
- b. **Hudl Focus (camera):** A fully automated, proprietary camera system built to record and upload scheduled events all on its own. With a secure mount designed to fit most indoor facilities, Focus can integrate with multiple Hudl accounts to capture an entire organization's games and practices, saving coaches and ADs the trouble of finding volunteers or expensive professionals.

2. Analyze

- a. **Hudl:** Allows users to review, analyze, store, and distribute video using a web-based platform.
- b. **Sportscodel:** Gamebreaker and Sportscodel (both powered by Hudl) allow users to conduct advanced, customizable analysis from their laptop or, via Coda, a compatible mobile device. Users can also capture and tag live games with Sportscodel.
- c. **VolleyMetrics:** Volleyball-specific web-based platform permits teams to analyze and share video from an exclusive library of matches, complete with crucial volleyball-centric data.
- d. **Hudl Play Tools:** Coaches can log in to the web platform to create detailed play diagrams for offense, defense and special teams, with the capacity to link the diagrams directly to their video on Hudl.

- e. **Hudl Assist:** Maximum 24-hour turnaround on full game breakdowns with a 95% accuracy rating. Completed breakdowns automatically generate interactive reports, including scores for player and team performance. Coaches can then choose to add, edit or delete stats and create custom playlists.
- f. **Auto-Markup:** Automatically converts game video into distinct clips based on the user pressing record and stop at the beginning and end of each play, or by algorithms designed to recognize the beginning of a new play.
- g. **Intercut:** Allows a user to merge multiple angles of video with the click of a button. Coaches can view a play recorded from the press box or bleachers immediately followed by a clip of the same play recorded from a camera in the end zone.
- h. **Synchronize Angles:** A feature in the Hudl Video Editor built to automatically synchronize clips from all angles.

3. Connect

- a. **Hudl Replay:** Allows a single user to distribute video analysis from SportScore to connected devices in seconds, all over a private, portable network.
- b. **Export Video:** Through Hudl's platform, users can export video in a variety of formats, or publish clips and breakdown data to secure, off-site servers.
- c. **League Exchange:** Allows the user to share video, on an opt-in basis, with all other teams in the identified group (league, conference, etc.) simultaneously.
- d. **Direct Exchange:** Allows the user to exchange video directly with another team.
- e. **Hudl Tickets:** Fans can visit your organization's profile, find your events, and purchase their tickets.
- f. **Hudl TV:** Livestreams are organized by team, sport and status, making it simple for fans to find exactly what they're looking for, whether it's currently live or on-demand the next day.

Core features available through the web-based distribution platform*:

1. **Unlimited accounts for players and coaches:** Each team has an unlimited number of accounts at their disposal. Typically, all coaches and players have their own accounts for access to all team tools.
2. **Access from anywhere:** Any user can access all the tools the service provides from anywhere an internet connection is available. Free mobile apps for Android and iOS allow users to log in from most phones and tablets. The system also works on many browsers including Internet Explorer, Firefox and Safari on both PCs and Macs.
3. **Simultaneous online data breakdown:** One of the most tedious activities is entering breakdown information after a game. With Hudl, all coaches can enter data for a single game at the same time. The service intelligently merges all data entered from multiple computers into one master copy.
4. **Stats and reports:** Once breakdown data has been completed, the service allows the user to prepare a number of reports to analyze and spot tendencies within the data.
5. **Custom reports:** The service provides a full suite of reports already prepared for the user, with the flexibility for a coach to build their own reports to see more specific information. Users can interact with any report by clicking on a statistic to view video associated with that number. Reports can also be printed for use during the game.
6. **Create and share notes:** All users can pause the video at any time and make notes, either as text or ink, to point out the highs and lows of a given play. Once these notes are made, they can be shared with other coaches and players for review. This allows coaches to communicate with players, and vice versa, even when they aren't in the same room.
7. **Filter data:** All users can filter video based on the complete breakdown, with the option to save those filters to use again later. The filtered clips can also be saved as a new playlist and instantly shared to anyone on the team. The recipient is notified via email that a new playlist was shared and can click the link in the email to view the playlist on Hudl.
8. **Film exchange:** Any team that uses the service can exchange an unlimited amount of video with other schools using the same service. After the exchange is made, the video is automatically added to the

recipient's video library. Coaches can choose exactly what data, if any, is shared with the video, and an escrow system ensures that both teams share the appropriate games before access is granted to either team.

9. **Highlight pages:** Each player has his or her own page on which they can display the plays they've tagged as personal highlights. With the click of a button, he or she can share that highlight reel with family, friends and recruiters. Players can also order a DVD or downloadable file to save all of their highlights from the service.
10. **Recruiting:** All highlight video can be sent directly to colleges digitally. The service to receive is free for all college coaches with a verified email address, making it easier for players to be seen by any college that may have interest.
11. **Presentations:** Coaches can build PowerPoint-like presentations within the service. The feature includes the ability to quickly insert video, images and play cards directly into the slides and share the presentation with other members of the team.
12. **Unlimited installs of uploading tools:** There is no limit to the number of times a team can install an uploading tool. Each coach can have a copy installed on their work computer, their home computer and any other system they would like. This means video can be published to the web platform from virtually anywhere.

**The availability of the described features varies based on subscription level.*

In addition to the direct features listed above, other services are offered to ensure success:

1. **Support:** All coaches receive world-class phone, chat and email support.
2. **Free updates:** Software programs are constantly being improved. Updating to the newest version of a program can often be a costly and time-consuming experience. All updates are free and automatic (no matter how big or small it may be).
3. **Training sessions:** Training sessions are offered online in a group setting. Individual training sessions can also be scheduled via email.
4. **All sports offered:** The suite works for all sports, with pricing options for one or several packages.
5. **Team allotments:** With the purchase of the service, the varsity, junior varsity and freshman teams have their own library for storing video, reports, highlights, etc.
6. **Team messaging:** Teams can stay connected through messages and attachments sent directly from Hudl and delivered via email or text.
7. **Hudl app:** Every user with a valid Hudl login has access to the free apps for Android and iOS. Within that app, they can view, exchange and break down video, as well as access Hudl playbook and live tagging/uploading.

If you need additional information, please don't hesitate your Hudl Sales Representative or visit our website at www.hudl.com. Thank you for your interest in our products.

Sincerely,


Matt Mueller (Mar 10, 2024 22:04 CDT)

Matt Mueller
Chief Operating Officer






2024 U.S. Sole Source Letter (29 Feb 2024)

Final Audit Report

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