



Kent Jenkins,
CEO & Founder

Kent Jenkins comes from a global aviation background, overseeing extensive operations Middle East, Afghanistan, Australia and South East Asia.

Key management:

Greg Jenkins, overseeing our Cue-Sports activities
Nigel Sayers, overseeing our Football activities
Debbie Rycraft, overseeing Sportzplanet activities UK/ EU
Shane Scioneaux, overseeing Sportzplanet activities USA
Stephen Handisides, our Digital Sports Hub designer & CEO V-Unite
Darren White - Key Advisor to Sportzplanet

SPORTZPLANET

Offering Future-Driven Solutions for Stakeholders in the Sports Industry

With approximately 55 percent of the world's population and 65 percent of the world's youth, Asia is the world's fastest expanding consumer market and the world's fastest growing sports market. South East Asia alone has 14 countries with a population of over 650 million people. Asia has an insatiable appetite for international sport teams, athletes and players.

As Asia's most dynamic sports consultancy's, Sportzplanet operate across Asia, allowing foreign firms to work exclusively with Sportzplanet for all markets rather than setting up several offices and/or partners. The company has been on a mission to build its clients' fan and revenue bases across Asia and beyond by providing seamless engagement, which is ensured by an immensely experienced international team. Sportzplanet's team provides a variety of essential skills that has helped the company establish its presence in the sector.

"We specialise on tapping into Asian culture and customs to connect 'East & West,' wherein, we use cutting-edge technology to provide incredible journeys and outcomes in fan and customer engagement. We connect the way Asia listens. We use our vast experience to assist firms develop and implement growth strategies," says Kent Jenkins, CEO & Founder at Sportzplanet.

Offering Single-Window Solution

Today, the company is well-known in the industry for its comprehensive Fan & Consumer interaction solution, which enables sports teams and organizations to conduct business in a seamless manner. This is supported by award-winning platform software that assists in developing the best plan for athlete management, fan and customer interaction, and market entry.

Furthermore, Sportzplanet's Digital Sports Hubs are a robust technology developed to bring fans closer to the action while also bringing sponsors closer to fans, assuring an innovative and personalised digital experience. "We don't just build; we develop award-winning seamless connections for a personalised digital fan and consumer engagement experience at Sportzplanet. We provide



your sponsors with new reach and connection, and we are constantly trying to drive the future of sports engagement," highlights Kent.

Additionally, a strong brand is governed by its meaning and promise. It's how many sporting teams and organizations today are so successful with retail sales, ticketing, memberships, and camps. So, if one is not sure where to begin in Asia, what market to operate in, or what language the message should be in, Sportzplanet offers complete consumer market research and strategic guidance to help its clients expand their business. With unrivalled knowledge, the organization guides athletes and sporting teams to greater success by providing access to the world's greatest camps, clinics, and academies in all sports.

Spearheading Company's Growth Bandwagon

Kent Jenkins has been instrumental in the success of Sportzplanet due to his extensive international executive business background; having lived and worked in international markets for close to half of his professional life. "I consider myself an Asia specialist, understanding how Asia works, its culture and customs, and, most importantly, how decisions are made. Now, for more

than a decade, we have been successfully working with start-ups to multinational corporations," states Kent.

Robust Roadmap Ahead

Asia will continue to expand as more companies recognise the commercial prospects and value that Asian countries bring to the table. Seamless involvement, particularly through technology such as Digital Sports Hubs, will only grow in popularity. Sportzplanet is at the forefront of this delivery as the sector embarks on an incredible technical adventure.

"Going forward, the US will be a major focus of ours, connecting East & West. I believe we are well positioned to achieve what most US athletic teams desire, with the objective of expanding our clients' reach and generating income for them. The Cristiano Ronaldo Football Campus and the Madeira Sports Agency Portugal have exclusively hired Sportzplanet to provide youth football programmes in Australia. This will be expanded into South East Asia, and we hope to expand into the US market as well. Having such a business interested in collaborating with us illustrates Sportzplanet's appeal. Furthermore, we are strongly supported by our V-Unite partners, who offer us the platform to establish the digital sports centers," concludes Kent. [ASO](#)

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