

SPORTA™



PRESS RELEASE 2

The Lazaroo-Hood Group backs SPORTA with an additional £5m/MYR 28.5m investment

The private family office of the Lazaroo-Hood Group, which led the initial seed investment round in SPORTA, is proud to announce a further £5m/MYR 28.5m commitment. This brings its total investment in SPORTA to £7,500,000 / MYR 43,000,000.

This renewed backing underscores the growing momentum behind SPORTA's mission: to build the new home for UK sports finance—an infrastructure that empowers clubs, athletes, and fans, while creating opportunities and aspirations for the next generation.

Ross Lazaroo-Hood, Co-Founder & CEO of the Lazaroo-Hood Group, said:

“SPORTA is not just another business—it is a movement. In a short space of time, Andrew and his team have shown what can be achieved when vision meets discipline. They are building value every day, but more importantly, they are building hope. SPORTA's mission is about giving the next generation the tools, opportunities, and dreams they deserve. Anyone who believes in the power of sport to inspire and transform lives should be standing with this movement. This is bigger than finance—it's about legacy. I am proud to be Sporta's Lead Founding investor.”

Andrew Smith, Co-Founder of SPORTA, added:

“When your lead founding investor doubles down, it's not just a vote of confidence in the numbers—it's a belief in the mission. At SPORTA, we are fanatical about delivering on that mission because we are taking every step to succeed. We will strive to deliver what matters for the people and the next generation for their dreams and aspirations. That is why every detail matters, every partnership matters, and every step forward is a step for the movement.”

Ross Lazaroo-Hood concluded:

“This is only the beginning. SPORTA is challenging the status quo with a fresh approach that puts people, passion, and purpose at the centre. It's amazing to be involved with a business that has real heart, soul and meaning – it's so rare. I am proud to back founders who are not just building a company, but building a movement that will transform the future of sport and finance for generations to come.”



SPORTA™

SPORTA™



About SPORTA:

SPORTA is the new home for UK sports finance. Built to empower community clubs, athletes, and fans, SPORTA provides digital infrastructure, financial tools, and rewards that help clubs thrive and create new opportunities for growth. By turning financial services into belonging and a movement, SPORTA ensures that sport remains a shared source of wellbeing, pride, and performance for generations to come.

As part of its vision, SPORTA is aspiring to become a fully licensed retail bank in the UK - building the trusted financial foundation that the sports ecosystem needs to grow sustainably. Alongside this ambition, SPORTA advocates and raises awareness for the importance of sport, not only for communities to have the financial support they need, but, also to showcase the journeys of clubs, athletes, and communities to inspire more people to get active, join new clubs, and participate.

About Lazaroo-Hood Group

The family office oversees a proprietary global portfolio of investments.

Lazaroo-Hood Group's investment strategy is centred around identifying founders with strong growth potential and providing them with the capital & strategic support they need to achieve their goals. The firm typically invests in companies that are in the early to mid-stages of their development & has a preference for businesses that have a proven track record of generating revenue & have a clear path to profitability.

In addition, to its investment activities, the Lazaroo-Hood family are also involved in a range of philanthropic initiatives through their family's charity The RUSA Foundation, with a particular focus on supporting sport, the arts & assisting those who are disadvantaged. The firm's founders are well-known as entrepreneurs, & the family investment office that has supported a number of initiatives aimed at promoting neurodiversity, sustainability & grassroots sports.

The Lazaroo-Hood Family Investment office invests in Dreamers, Innovators & Builders of Businesses, across a broad range of asset classes and industries with the goal of building long-term & sustainable investments with purpose. Valuing deep & collaborative relationships, partnering with select external investment managers, advisers, as well as investing directly alongside high quality management teams, entrepreneurs & other institutional investors.



SPORTA™