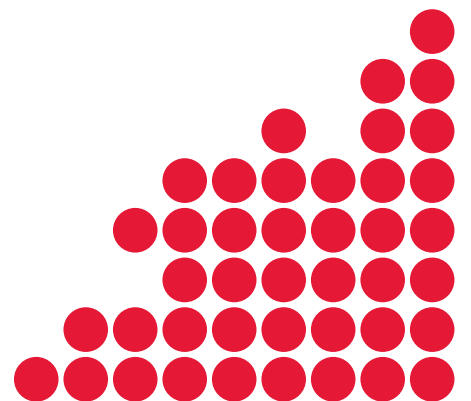


incognitus

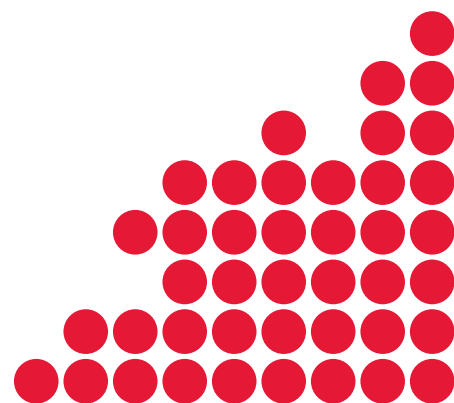
strategy|solutions|sustainability

Corporate Profile



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Company Details

Australia:

Incognitus Pty Ltd

Suite 101, Waterfront City
Level 1, 441 Docklands Drive
Docklands, VIC 3008

Telephone: +61 3 9629 1544
Fax: +61 3 9629 6261

USA:

Incognitus LLC

Los Angeles, California

UK:

Incognitus (UK) Ltd

64 New Cavendish Street
London W1G 8TB

Telephone: +44 7718 477 913

UAE:

Incognitus Event Management DMCC

Unit No: AG-PF-286
AG Tower
Jumeriah Lake Towers
Dubai

Contact Details

Partner/Principal:

Craig Lovett

craigl@incognitus.com

Partner/Principal:

Paul Lovett

pauull@incognitus.com

Website:

www.incognitus.com

Facebook:

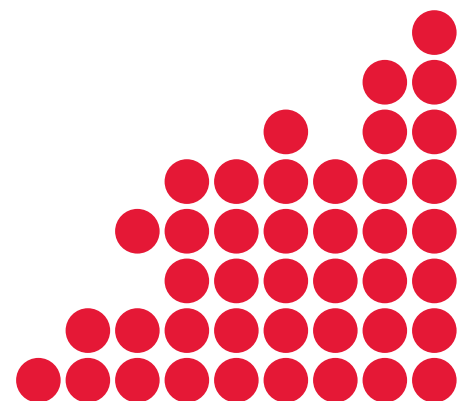
[@incognitus01](https://www.facebook.com/incognitus01)

Twitter:

[@Incognitus_AUS](https://twitter.com/Incognitus_AUS)

Instagram:

[incognitus_au](https://www.instagram.com/incognitus_au)



About Incognitus

In 2008, the foundations were set and a unique company formed with the overarching goal to create solutions for the world's decision makers in the global venue, events and management area.

With a wealth of experience between the partners, Craig and Paul Lovett, **Incognitus** was built on the notion that good business is formed around great relationships.

Incognitus continually strives to share and nurture connections made, and proudly deliver a quality business platform.

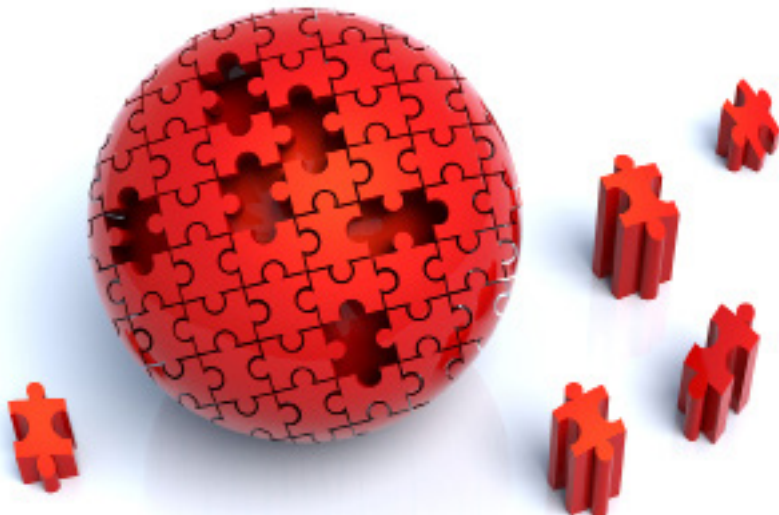
Upon an immediate recognition that businesses were in need of a "go to" platform to assist in their goals, **Incognitus** was created to provide assistance to businesses without the extraordinary expense of the full time employment of knowledgeable industry professionals.

With the ideal focus of being in support from behind the scenes, providing professional, confident business advice and facilitating solutions for businesses in need, the founding partners nurtured and harnessed their vision that has culminated into a cutting edge formula of success.

Together, the brothers have formed a management team of great expertise and know how, who continue to provide simple solutions to business leaders in over four continents.

With permanent operations within Australia, the UK and the USA, **Incognitus** will provide the experience and knowledge to help your business find the best solution.

"We are a global consulting and event management organisation specialising in the Leisure, Sport & Entertainment Sector that has a focus on positioning our services in support of the client."



What We Do

Incognitus is a global brand, operating predominantly in the provision of operational and strategic services to a number of international events.

The team at Incognitus are equipped with a range of smarts and skills, enabling effective and efficient solutions to help businesses reach their goals in a number of fields. We deal with:

- Event Concept, Creation and Project Management
- Operational Readiness, Design and Implementation
- Consultation and Advice in the Major International Event Arena
- Hospitality Conceptualisation and Management
- Design Input and Advocacy into the Venue and Events Sector
- Tender Design Process and Management
- Relationship Leverage
- Recruitment, Training and Deployment
- Corporate Hospitality Services **THE LOUNGE!**
- Event build and construction management
- Sustainability and business continuity

Look to us for your guaranteed, fully-supported solution.



Mission Statement

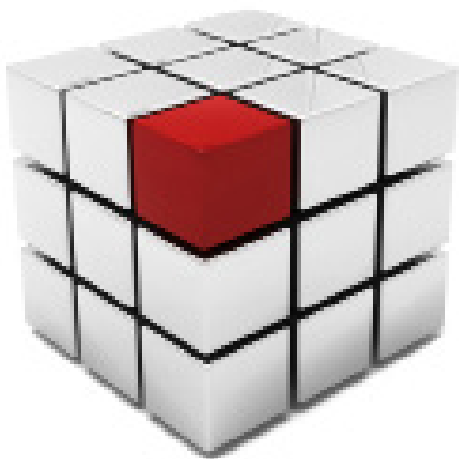
At **Incognitus**, our work is methodical and meticulous. Our professionals are always determined to create value and solve the business challenges of others. Our services are not “boxed or predetermined.” Our extensive experience is unrivaled, and in turn, we apply that knowledge to the challenges of our valued clients.

Through our experience and resources we have been fortunate to work with some of the world’s most exciting organisations, thus continuing to gain valuable and sought after expertise daily. Our unique global span of markets and depth within each sector of the industry brings great insight; insight that is crucial as opportunities become more complex and multi-faceted within businesses and the entertainment sector.

The vast wealth of knowledge gained by our compact team gives us the advantage. We are dedicated professionals who understand your specific market and goals.

We look at your challenges through your eyes, whilst collaborating with you to expand your vision through comprehensive insights to create exciting solutions that meet your needs.

This insight and knowledge makes us what we are, and is transparently passed through to our clients, with our expertise becoming theirs.



“Creating solutions for global decision makers, staying professionally in the background in support, ensuring our clients and their needs are foremost”

Core Values

Creating solutions for global decision makers,
staying professionally in the background in support,
ensuring our clients and their needs are foremost in focus.

- Partnering via brand alliance making their needs our tasks leveraging mutually beneficial opportunity
- Creating deeply entrenched relationships
- Taking global lessons and sharing the knowledge openly and transparently for the benefits of our customers
- Understanding that the world of business has no boundaries other than those that are self created
- Guarantee “absolute in confidence” co-operating platforms
- Our people and their needs are everything, their success is fundamentally important to us
- Having fun whilst doing business

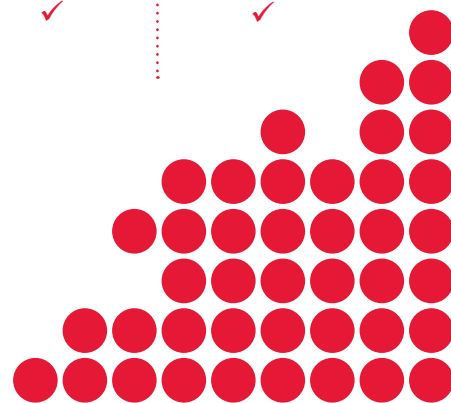


Our Products

As a brand, the ultimate strength of **Incognitus** lies with the quality of relationships that are brought to the table by the shareholders, combined with the skill set gained via the breadth of business and experience that the partners have been involved in.

The shareholders have worked at the highest possible level around the globe, through a focus of the development of sound strategy, the application of solid and committed solution development and deployment, and an outcome of sustainable operations with legacy.

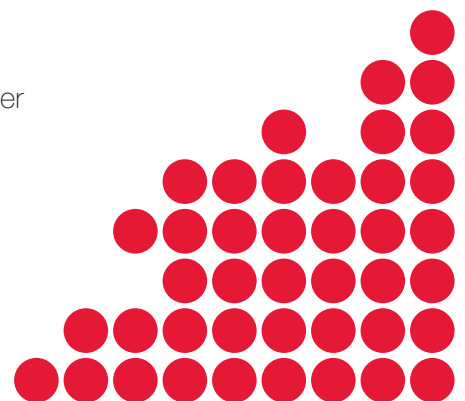
	Events & Venues	Hospitality Concept Development	Retail Operational Services	Database Development	System Implementation
Event Concept, Creation & Project Management	✓	✓	✓	✓	✓
Operational Readiness, Design & Implementation	✓	✓	✓	✓	✓
Consultation and Advise in the Major International Events Arena	✓	✓	✓	✓	✓
Hospitality Conceptualisation Development and Management	✓	✓	✓	✓	✓
Design Input and Advocacy into the Venue and Events Sector	✓	✓	✓	✓	✓
Tender Design Process and Management	✓	✓	✓	✓	✓
Relationship Leverage	✓	✓	✓	✓	✓
Recruitment, Training and Deployment	✓	✓	✓	✓	✓
Corporate Hospitality Services	✓	✓	✓	✓	✓



Our Experience

Over the last 30 years, the partners at Incognitus have developed an impressive portfolio of clientele, in participating and providing solutions for major domestic and international events around the world.

	1996	Atlanta Olympic Games Atlanta, USA
	2000	Sydney Olympic Games Sydney, Australia
2002	2002	Commonwealth Games Manchester, UK
		Winter Olympic Games Salt Lake, USA
2005	2004	West Indian Games Doha, Qatar
		Athens Olympic Games Athens, Greece
2006	2006	Commonwealth Games Melbourne, Australia
		Asian Games Doha, Qatar
2007	2007	ICC World Cup Cricket Caribbean
		Pan American Games Salt Rio De Janeiro, Brazil
2010	2010	Orlando Calling Music Festival Orlando, USA
		Winter Olympic Games Vancouver, Canada
2012		London Olympic Games London, UK
	2014	Winter Olympic Games Sochi, Russia
2015		Beyond the Valley Music Festival Melbourne, Australia
2016	2016	He Got Up Orlando, Florida
		Raggamuffin Auckland, New Zealand
2018	2017	Commonwealth Games Gold Coast, Australia
		XI FIP World Polo Championships Sydney, Australia
2020	2019	2020 World Expo Dubai Dubai, UAE
		Sydney Royal Easter Show



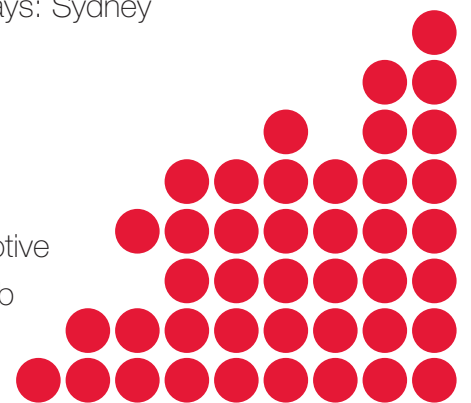


USA, UK & Europe:

- LS185 London Olympic Stadium
- Tottenham Hotspurs FC
- Arsenal FC
- The Rugby Football Union- Twickenham
- US Tennis Open: New York, USA
- Quiksilver Pro: New York, USA
- Orlando Calling Music Festival: USA
- Davis Cup & Masters Championships: USA
- NASCAR Events and circuits: USA
- Orlando Centroplex: Florida, USA
- Raymond James Stadium: Tampa, USA
- Everett Centre: Seattle, Washington, USA
- World Music Center: Chicago, USA
- USA Formula 1™ Grand Prix
- Live Nation: USA & UK
- British Formula 1™ Grand Prix
- Wimbledon: All England Lawn Tennis & Croquet Club, UK
- Wembley Arena & Wembley Stadium: UK
- The O2 Arena: London, UK
- Arsenal Football Club: London, UK
- French Tennis Open, Roland Garros: Paris, France
- Monza Formula 1™ Grand Prix: Italy

Australia:

- Commonwealth Games Australia
- World Cup Polo
- Australian Open:
Melbourne Park, Melbourne
- Masters & Australian Open Golf
- Australian Formula 1™ Grand Prix: Melbourne
- Stadium Australia: Sydney
- V8 Super cars: Sydney & Gold Coast
- The Victoria Racing Club: Flemington
- The Brisbane Cricket Ground (GABBA)
- Flemington & Moonee Valley Racecourses
- Australian Turf Club
- Melbourne Cricket Ground (MCG)
- Western Australia Cricket Association
- Sydney Cricket Ground (SCG)
- Etihad Stadium: Melbourne
- Tough Mudder Australasia
- Ferrari Racing Days: Sydney
- Aston Martin
- Lamborghini
- Masarati
- Rolls Royce
- McLaren Automotive
- Sydney Polo Club



Our Portfolio

Acting locally, operating globally with some of the world's best brands



Our Portfolio

Our clients are everything to us



Craig Lovett - Partner/Principal

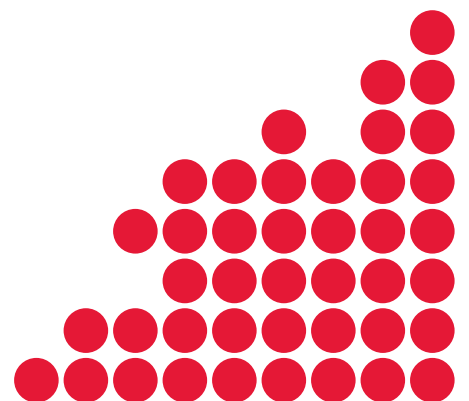
Craig Lovett is one of the most experienced professionals in the area of event management, cleaning, waste management and sustainable strategies for venues and global events. Over the past 30 years Craig has become a well-recognised success by his peers and clients alike whilst his business and relationship skills have seen rapid expansion throughout Australia, United States of America, United Kingdom, Europe and the Middle East.

His vision to build a business capable of mobilising large numbers of people, large quantities of equipment, and creating solutions to venues and events around the globe is well renowned. His ability to instil a 'we are part of the show' mentality, combined with savvy business and relationship skills, have ensured a platform of loyal staff and clientele.

Craig is invited to speak all over the world on venue design, construction; international event project mobilisation, labour management and the systems now used to ensure environmental integrity at public assembly and retail facilities worldwide. Projects that require complex coordination, extensive planning, and a commitment to excellence are Craig's speciality. His straight forward approach ensures that all stakeholders have clear leadership and communication.

Incognitus is the next chapter in Craig's life where he calls on the knowledge gained over the journey and applies his skills to assisting others achieve their dream.

In 2008, the formation of **Incognitus** occurred and in rapid time, the expertise, networking and strategic approach to problems, combined with the proven ability to create solutions within the venue and event sector were part of the daily staple. Craig is an outstanding negotiator and mediator, with a global network of capable resources.

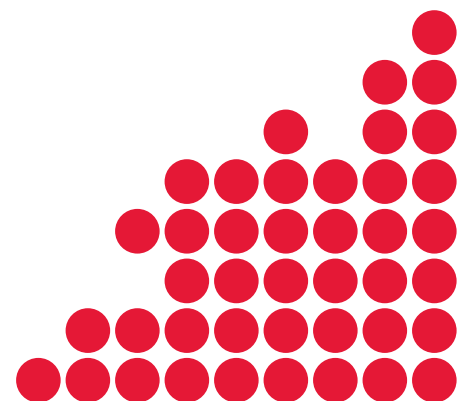


Craig's global industry experience is demonstrated below:

- **1993 to 2010**
Australian Formula One Grand Prix
(Project Team Leader/Principal)
- **1996** Atlanta Olympic Games
(Project Team Leader/Principal)
- **1998 to 2010**
Australian Motorcycle Grand Prix
(Project Team Leader/Principal)
- **1999 to 2003**
US Open Tennis Championships
(Project Team Leader/Principal)
- **1999 to 2002**
Australian Open Tennis Championships
(Project Team Leader/Principal)
- **2000** Sydney Olympic & Paralympics Games (Project Team Leader/Principal)
- **2001 to 2005**
The Championships, Wimbledon
(Project Team Leader/Principal)
- **2002** Manchester Commonwealth Games
(Project Team Leader/Principal)
- **2002** Manchester Commonwealth Games
(Project Team Leader/Principal)
- **2004** Athens Olympics & Paralympics Games (Project Team Leader/Principal)
- **2006** Melbourne Commonwealth Games
(Project Team Leader/Principal)
- **2006** Doha Asian Games
(Project Team Leader/Principal)
- **2007** ICC World Cup Cricket
(Project Team Leader/ Principal)
- **2007** Rio Pan American Games
(Operations Consultancy)
- **2008** Beijing Olympic Games
(IOC Advisor)
- **2010** Vancouver Olympic Games
(Project Team Leader/ Principal)
- **2011** Quiksilver Pro New York
(Project Team Leader/Principal)
- **2012** London Olympic Games
(Project Team Leader/ Principal)
- **2014** Sochi Winter Olympic Games
(IOC Advisor)
- **2014** Ferrari Racing Days, Sydney
(Project Director)
- **2014 to 2018** Beyond the Valley, Victoria
(Project Team Leader/ Principal)
- **2014 to 2017**
Great Australians Gala Dinner, Melbourne
(Event Director)
- **2016** Raggamuffin Music Festival, Auckland
(Project Team Leader/ Principal)
- **2017** XI FIP World Polo Championships,
Sydney (Event Director)
- **2018** Gold Coast Commonwealth Games
(Project Team Leader/ Principal)

Craig has been the benefactor of many awards for business management, export and leadership.

In 2012, Craig was asked to join an elite group of experts in his field and become part of the Global Sports Events Index Project. This requires the group to canvass their opinion on what the key indices are in measuring the success of a sporting event. These experts, from over 30 different nationalities, represent a wide range of major stakeholders in the sporting event industry.



Paul Lovett, Partner/Principal **Incognitus** has over 30 years' global experience working in the Leisure, Sports & Entertainment Industry. An expert in building teams to deploy at events all over the world and an unsurpassed knowledge of project operations, logistics and procurement often resulting in events that are delivered on time, on budget and always far exceeding the expectations of clients.

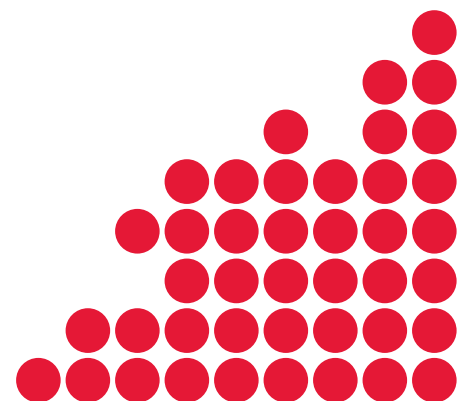
Paul began his entrepreneurial ambitions in the late 80's in Melbourne, Australia. Following graduation, Paul entrenched himself into what was to become a highly successful business model in the form of a services business operating in the cleaning services market. Together, Paul and his brother, Craig, formed what was truly a remarkable family business.

Within 10 years, the company went from backyard visions to a global brand. During 1996, Paul relocated to the USA to lead the management and consultancy contract for the Organizing Committee of the Atlanta Olympic Games. Given the delivery success, Paul remained in the United States, taking responsibility for the start-up operation and

assumed the role of the President of the USA Company at the young age of 27 years. Paul went on to develop the company's brand and portfolio by securing sporting venue contracts including the US Open Tennis Tournament, NASCAR circuits, NBA and NFL stadiums. In 2000, Paul assisted with another start up opportunity for the company - this time in the UK. As in the USA, Paul had his sights set on various lucrative brands and within 12 months, the company had secured contracts with:

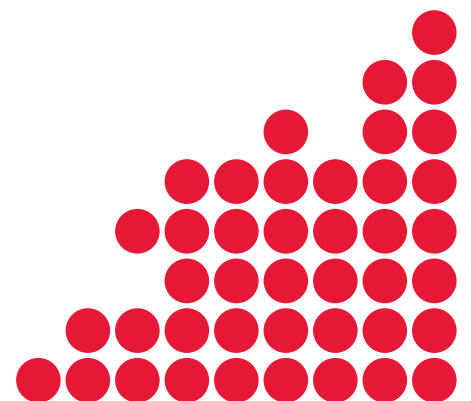
- Wimbledon, All England Lawn Tennis & Croquet Club
- Wembley Stadium
- Arsenal Football Club
- British Formula 1TM Grand Prix - Silverstone

In 2008, Paul joined his brother once again in the formation of **Incognitus** and pioneered the event creation and management philosophy. Paul leads the global operations of **Incognitus** and plays a major part in the nurturing of concepts and ideas that enhance operational savvy.



Throughout Paul's journey with **Incognitus** he has played key roles from both an operative perspective as well as consultant to many events. Most recently, these have included:

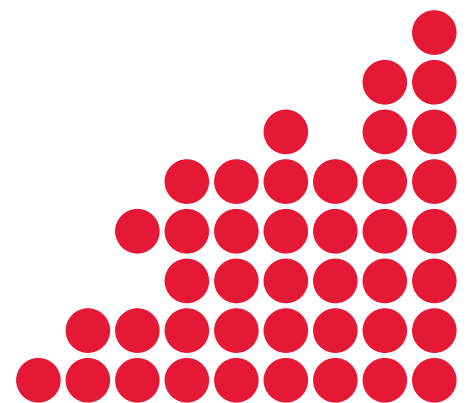
- **2010** Vancouver Olympic Games (Cleaning Operations Lead)
- **2011** Quiksilver Pro New York (Project Team Leader - Operations)
- **2011** Orlando Calling Music Festival (Director - Operations)
- **2012** London Olympic Games (Cleaning Operations Consultant and Operations Lead)
- **2014** Sochi Winter Olympic Games (Lead consultant for cleaning and waste management operations)
- **2014** Ferrari Racing Days, Sydney (Director of Operations)
- **2014** Melbourne Olympic Park (Lead consultant, venue cleaning and waste management)
- **2014 to 2018** Victoria Racing Club (Project Director, venue cleaning and waste management)
- **2014 to 2018** Beyond the Valley Music Festival (Director of Operations)
- **2014 to 2017** Great Australians Gala Dinner, Melbourne (Director of Operations)
- **2016 to 2017** He Got Up, Orlando (Director of Operations)
- **2016 to 2017** He Got Up, Orlando (Director of Operations)
- **2017** London Stadium Olympic Stadium (Venue and Event Management)
- **2017** LS 185 Guns n Roses, London (Site Management)
- **2017** LS 185 Robbie Williams, London (Site Management)
- **2017** World Athletics Championships, London, (Event Management)
- **2017** XI FIP World Polo Championships, Sydney (Director of Operations)
- **2018** Gold Coast Commonwealth Games (Project Manager - Athletes Village Housekeeping)



Ivan Dalla Costa continues a business relationship with the Lovett brothers that spans over 12 years. As the Commercial Manager of the **Incognitus** business with a Global remit, Ivan's extensive experience in successfully assisting in the development of dynamic medium through to large sized companies in various industries within the international arena.

Ivan has ability and experience providing financial leadership, governance, contract management, human resource advice and direct management in companies within the USA, UK, Europe, UAE as well as Australia.

With Ivan's strategic planning skills, fiscal leadership as well as his connections within the banking and finance sector, he is an integral part of the growth of **Incognitus**.

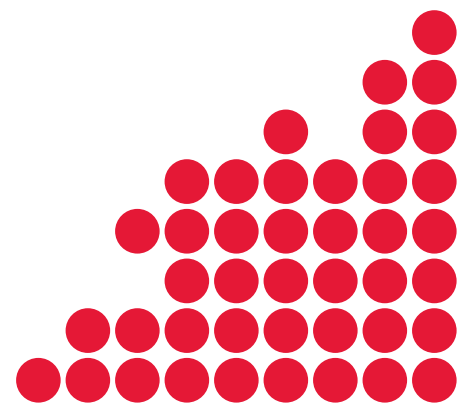


Grant Summers is a Certified Practising Account (CPA) with several years' experience across various industries.

Most recently, Grant was the Chief Financial Officer (CFO) for IPC Health, a Not for Profit organisation, looking after the Finance, Information Technology & Infrastructure departments. He was in this position for 3+ years, having also previously been the Finance Manager for 7 years.

Prior to this, he was employed at manufacturing organisation Signum for 3 years, who were a leading plastic food company - as a Financial Accountant.

He has also spent 10+ years in Business Services, providing taxation advice and completing Company, Partnership, Trust and Individual income tax returns.



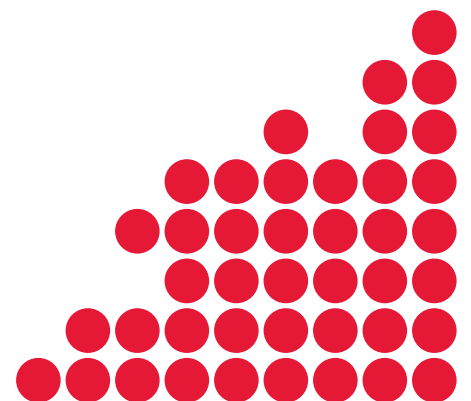
Harry's career in the Event and Venue Services Industry started in 2006 as he made his way up through a world of international events such as Wimbledon, Davis Cup, Formula 1 Silverstone, the London 2012 Olympics and the World Athletics Championships in 2017.

Harry spent 4 year applying his efficient style of leadership as the Venue Operations Manager at Roland Garros Tennis in Paris, which includes events such as the Championships 'Le Tournoi'.

In recent years, Harry has diversified his skills towards the Sales and Commercial sector, having been involved in the production of the successful tender documents for contracts such as Roland Garros, PGA World Golf Tour and Paris Saint Germain Football Club.

Harry's exceptional management skills saw him perform as the Operations Manager for **Incognitus**, with recent projects including the 2018 Melbourne Cup Carnival and the 2018 Gold Coast Commonwealth Games.

Having recently returned to the United Kingdom, Harry has now taken on the role of General Manager in the United Kingdom and Europe, commencing with the task of managing the 2019 concert season at London Stadium.



Nicholas Lovett - Event & Operations Manager

Growing up in the industry of global events, Nicholas Lovett has been working with his father and uncle since he was 14 years old. Studying Entertainment Business Management at JMC Academy, he honed his knowledge and skills – excelling in the fields of event operations, business development and social media

. Officially joining Incognitus in June of 2018, following a successful deployment to the Gold Coast 2018 Commonwealth Games, Nicholas hit the ground running with key roles in Spring Carnival 2018, Beyond the Valley 2018 and a critical lead role as Event Manager at the Sydney Royal Easter Show in 2019.

Nicholas brings his infectious enthusiasm and high energy to the team and is a valued member of Incognitus. In addition to his ability to lead crew, Nicholas has an outstanding customer engagement ethos with a skillset including CAD proficiency, design and branding

Rebecca Bull - Event Co-ordinator

Bec became an Intern with Incognitus mid 2019 whilst studying a diploma of Event Management at Holmesglen. Post graduating, Bec was delighted for the opportunity to become a full-time Event Co-ordinator. With a background in the entertainment & hospitality industries, Bec believes that giving someone an experience was her calling, and making the switch to events and Incognitus captures just that.

Since assuming this role, she has undertaken lead administrative roles on Cold Chisel and Elton John flooring deployments, 'Fire Fight' Bushfire Relief Concert, Gymnastics Australia World Cup 2020, Sydney Royal Easter Show Preparation and much, much more. Bec has fully immersed herself in the wide world of events.

Bec thrives on the fast paced, hands on, client-based work environment that Incognitus is known for and is super excited for what is to come.



The constant of our business over the 30 year journey has been our ability to bring together the best teams to deliver on our clients dreams and the promises made irrespective of the geographic location or employment restrictions.

We work hard and care for each-others welfare, compelling the individual brilliance and capability of our crew members to think for themselves under a true environment of empowerment.

People are the very fabric that brings it all together, and we celebrate all of our successes as a team. Without our unique team, we would simply be another service company. People are the key element of our business.



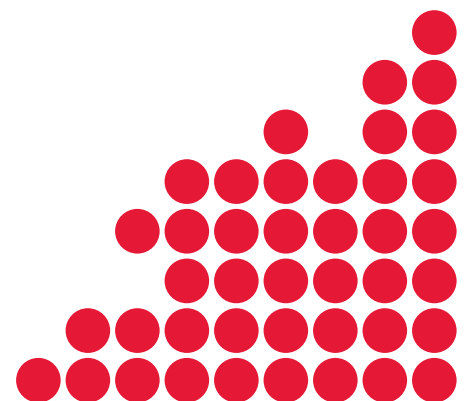
Awards & Achievements

- 1997 Sports & Recreation Industry Awards - Finalist (Cleanevent)
- 1997 Graduate IAAM PAFMS Management School, Oglebay
- 1998 Governor of Victoria Export Award - Finalist (Craig Lovett)
- 1999 Ernst & Young Entrepreneur of the Year Award (Craig Lovett)
- 1999 Business Review Weekly's 100 Fastest Growing Private Company List No. 48
- 2000 Business Review Weekly's 100 Fastest Growing Private Company List - No. 37 (Cleanevent)
- 2000 Banksia Environmental Foundation Award - Resource Conservation & Waste Minimization Category (Cleanevent)
- 2000 Australian Sports Export Award (Cleanevent)
- Banksia Environmental Foundation Award - Corporate Responsibility & Leadership - Finalist (Cleanevent)
- Governor of Victoria Export Awards - Services Category Finalist (Cleanevent)
- 2001 Business Review Weekly's 100 Fastest Growing Private Company List No. 40 (Cleanevent)
- 2004 Governor of Victoria Export Awards - Services Category Finalist (Cleanevent)
- 2007 Governor of Victoria Export Awards - Services Category Finalist (Cleanevent)
- 2010 YPO International "Best of the Best" Education Conference - Craig Lovett, Conference Chair
- 2012 VMA Venue Professional of the Year (Craig Lovett)
- 2012 Recipient of the Ray Ward Award - for services to Industry education (Craig Lovett)
- 2014 Recipients of the International Executive in Sport and Entertainment Industry Award (Craig & Paul Lovett)

Industry Associations and Participation

Craig maintains active membership in the following Industry associations:

- Venue Management Association of Australia - Council Member (VMA)
- Member - United Nations Environmental Program (UNEP)
- Ticketmaster Australia & New Zealand - Corporate Advisor
- International Association of Assembly Managers (IAVM)
- TTF Australasia - National Spokesman for Events, State Convener Victoria
- Stadium Managers Association (SMA)
- Exhibition and Events Association of Australia (EEAA)
- International Special Events Society (ISES)
- Lecturer at the Public Venue Managers School of Australia (PVMS)
- Board of Regents and Instructor at International Venue Management School Oglebay West Virginia (VMS)
- Member of Victorian Government Workplace Task Force
- Australia Sport International (ASI)
- Panel Member of Specialist Advisors -Gold Coast 2018 Commonwealth Games



strategy|solutions|sustainability

www.incognitus.com