

EngageRM Announces Acquisition of Power'd, Enhancing Fan Engagement Solutions

Melbourne, Australia – 16 May 2025 – EngageRM, a leading provider of business and marketing automation, CRM, and data analytics solutions for the sports and entertainment industry, today announced the acquisition of Power'd Digital, a comprehensive first-party channel, delivering everything from ticketing, experiences, VIP packages, commercial offers, and merchandise to memberships, hospitality, loyalty programs and more. This strategic move bolsters EngageRM's capability to seamlessly and securely integrate with branded sites and apps to enable customers to grow their reach and revenue.

Founded in 2003, EngageRM has established itself as a global leader in sports technology, serving prominent clients from the major professional sports leagues in the US including the NBA, NFL, MLB, MLS and NHL, Premier League teams and venues in the UK as well as AFL, NRL, A-League and NBL teams in Australia. The company's platform provides tools for fan engagement via data aggregation, streamlined ticketing processes, marketing insights, campaign deployment, and real-time reporting, enabling businesses to build valuable relationships with fans, partners, and their communities.

Power'd is built on the principal that any type of membership, ticket, experience or offer can be tokenised, delivered, and enabled for redemption through a variety of digital and physical methods. The integration of Power'd's technology will enrich EngageRM's platform, offering more personalized and data-driven interactions for fans and more flexible and efficient operations for sports and entertainment organizations.

"The acquisition of Power'd aligns with our commitment to innovation and delivering exceptional value to our clients," said Adam Boyle, CEO of EngageRM. "By integrating Power'd's first-party channels, we are poised to set new benchmarks in fan engagement and operational excellence within the sports and entertainment sectors."

Scott Dinsdale, CEO of Power'd, shared his enthusiasm for the acquisition, stating: "We are thrilled to join forces with EngageRM and build on the incredible legacy we have already created. The ever-growing EngageRM network presents a tremendous opportunity to scale our solution and redefine fan engagement experiences on a global scale. We're truly excited about what we can achieve together."

The integration process is set to commence immediately, with teams from both companies collaborating to seamlessly blend Power'd's portal capabilities into EngageRM's existing platform. Clients can anticipate enhanced features and services to be rolled out over the coming months.

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About EngageRM

EngageRM is a developer of a relationship management platform designed to serve sports and entertainment businesses. The company's platform provides tools such as fan engagement via artificial intelligence, streamlined ticketing processes, marketing insights, campaign deployment, real-time reporting, and many more, enabling businesses to build valuable relationships with fans, partners, and their communities.

About Power'd

Power'd is an Australian-based sporting e-commerce and blockchain platform. The company focuses on developing technologies that enhance user experiences and optimize revenue potential across various industries. Their clients include Rugby Australia, the Australian Grand Prix, World Rugby and New Zealand Rugby League.

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