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2023 TCS LONDON MARATHON APP AVAILABLE TO DOWNLOAD

The 2023 TCS London Marathon App, powered by title partner Tata Consultancy Services (TCS), is available to download on all devices from today (Monday 17 April).

The hugely successful race app has been developed by TCS since 2016 and many enhancements have been made over the years.

In its second year of title partnership, TCS continues to prioritise enhancing the participant and supporter experience of the event to deliver on TCS London Marathon's vision of inspiring sports-related activities and charitable giving.

This year, participants can use a new feature in the app called **New for 2023!** that enables users to scan their 2023 TCS London Marathon bib number and display the #WeRunTogether video featuring participants who showcase the spirit of the event.

The popular Belief Booster feature – which had 163,000 submissions in its debut year in 2022 – enables supporters to encourage runners with messages. This year, messages will be displayed on a screen near the halfway point, as well as on the LED gantry on the event's world-famous finish line on The Mall, as they were last year. Messages will also be shared in a post-race email to the participant, along with an option to upload to social media.

Additionally, participants can use the 2023 TCS London Marathon App to:

- record the 26.2 miles
- find expert tips and advice

Supporters can use it to:

- track participants' progress
- keep up to date with the Elite Leaderboard
- find out results

The Get Social feature enables both participants and supporters to share their experience via branded selfies which can be posted to users' social media channels.

All participants in the 2023 TCS London Marathon and virtual event will be emailed their log-in details today to enable them to share their details with their supporters.

TCS will continue to promote the innovative use of technology to transform the marathon experience for everyone. TCS has been working with LME on a new cloud-hosted backend data platform **that boosts the accuracy and consistency of the data and enables LME to better understand its customers.** TCS has also developed API-driven integrations into LME's core business systems, such as with its new marketing provider.

Amit Kapur, Country Head, TCS UK and Ireland, said: "We at TCS, together with LME, are continuing to leverage digital technology to further enhance the TCS London Marathon app experience for runners as well as supporters. The app has been a true game-changer for the sport, allowing spectators to track and cheer on their loved ones during the marathon. Amidst other digital enhancements, the popular Belief Booster feature is back this year, to lift people's spirits as they take part in this iconic race."

Hugh Brasher, Event Director, TCS London Marathon, said: "We are delighted to launch the 2023 TCS London Marathon App today. The App is a fantastic and immersive tool which gives our participants all the information they need for Marathon Day and enables spectators to track in real time where their loved ones are on the day. Our exciting partnership with TCS is driving LME's digital transformation, allowing us to inspire millions more to build healthy, active lifestyles, as well as raising even more money for charities."

ENDS

About the London Marathon

- The 2023 TCS London Marathon will take place on Sunday 23 April.
- The London Marathon was first held on 29 March 1981 and the millionth finisher in the history of the event crossed the line in 2016.
- Since the first London Marathon in 1981, the event has raised more than £1 billion for charity.
- The 2023 TCS London Marathon Official Charity of the Year is Great Ormond Street Hospital Children's Charity.
- London Marathon Events gifts its surplus each year to The London Marathon Foundation (formerly the London Marathon Charitable Trust).
- Since 1981, The London Marathon Foundation has awarded grants totalling in excess of £100 million to more than 1,500 projects in London and across the UK.
- For more information, visit tcslondonmarathon.com

About Tata Consultancy Services (TCS)

Tata Consultancy Services is an IT services, consulting and business solutions organization that has been partnering with many of the world's largest businesses in their transformation journeys for over 55 years. Its consulting-led, cognitive powered, portfolio of business, technology and engineering services and solutions is delivered through its unique Location Independent Agile™ delivery model, recognized as a benchmark of excellence in software development.

A part of the Tata group, India's largest multinational business group, TCS has over 614,000 of the world's best-trained consultants in 55 countries. The company generated consolidated revenues of US $27.9 billion in the fiscal year ended March 31, 2023, and is listed on the BSE and the NSE in India. TCS' proactive stance on climate change and award-winning work with communities across the world have earned it a place in leading sustainability indices such as the MSCI Global Sustainability Index and the FTSE4Good Emerging Index. For more information, visit www.tcs.com

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