

This announcement contains inside information for the purposes of Article 7 of the Market Abuse Regulation (EU) 596/2014 as it forms part of UK domestic law by virtue of the European Union (Withdrawal) Act 2018 ("MAR"), and is disclosed in accordance with the company's obligations under Article 17 of MAR.

Barkby Group PLC

("Barkby" or the "Company")

Cambridge Sleep Sciences Announces Bowers & Wilkins Licensing Deal and Partnership Agreement

Barkby (AIM: BARK) announces that its subsidiary, Cambridge Sleep Sciences, ("CSS") the science-based sleep technology business behind SleepHub®, has signed a new partnership and license agreement with Bowers & Wilkins, part of the consumer audio division of Masimo Inc., the US headquartered global medical technology company. Masimo Consumer Audio owns one of the world's largest portfolios of audio companies, with brands including Bowers & Wilkins, Denon, Marantz, Polk, Definitive Technology, Classe, Heos and Boston Acoustics.

The agreement enables the unique SleepEngine™ technology, developed by CSS and used within its SleepHub® product, to be delivered through Bowers & Wilkins Audio's premium products, including the Bowers & Wilkins Zeppelin wireless speaker and Px7 and Px8 wireless headphones. Masimo Consumer Audio will be responsible for marketing and distributing SleepEngine™. Accessed through the Bowers & Wilkins Music Store, customers will be able to choose from a range of programmes that deliver scientifically developed sounds which retrain the brain to restore natural sleep patterns.

CSS and Bowers & Wilkins will share the revenue generated from the new service. Given the number of users of Bowers & Wilkins products globally, Masimo Consumer Audio and CSS expects the license to generate substantial revenues. The agreement is initially valid until 31 December 2025 and can be renewed for an additional three years by mutual consent.

Dr Julian Stone, CEO at CSS said:

"We are delighted to be partnering with Masimo Consumer Audio. This deal shows significant progress in the growth of the CSS business. Following the success of our SleepHub® product, being able to offer our unique SleepEngine™ technology in such high-quality audio products will provide added value to customers and help many to improve their sleep, health and wellbeing. We look forward to working with the Masimo Consumer Audio team to successfully launch this and future technology solutions across their portfolio of products."

SleepEngine® technology has been developed and refined over more than a decade by a team of researchers, scientists, sound and medical experts. The result is a unique audio solution that helps to retrain the brain to restore healthy natural sleep patterns, a key component for mental, physical, and cognitive wellbeing. SleepEngine® technology offers a unique integration opportunity with existing or new third-party products capable of delivering high quality audio.

The incorporation of this technology into premium third-party products, such as those provided by Bowers & Wilkins, marks the next commercial phase for CSS as it continues to grow its Software As A Service business model. The overarching mission of CSS is to improve the quality of life for millions of people through delivering scientifically developed sound solutions.

CSS is in discussions on a number of other SleepEngine™ licensing deals and looks forward to updating shareholders.

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For more information

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About Barkby

Barkby is a roadside real estate business focused on building and scaling a high-quality portfolio of modern, ESG-compliant assets. It is in the process of exiting its non-core investments.

About Cambridge Sleep Sciences Ltd

Cambridge Sleep Sciences Ltd, part of the Life Sciences division of The Barkby Group Plc, develops technology which improves natural sleep. Using the principles of neuroscience and cutting-edge technology to enhance brain activity during sleep, its innovative solutions aim to improve health, wellbeing and enhance quality of life.

The company prides itself on delivering the first neuroscience-based electronic sleep product, SleepHub®, to help improve and facilitate natural sleep.

Find out more at: www.cambridgesleepsciences.com

About Masimo Consumer Audio (previously Sound United)

One of the world's largest portfolio audio companies, Masimo Consumer Audio is home to eight legendary audio brands: Bowers & Wilkins, Denon, Marantz, Polk Audio, Definitive Technology, Classé, HEOS, and Boston Acoustics. Each brand boasts its own philosophy and unique approach to bringing sound and home entertainment to life.

With over 300 combined years of innovative audio and home solution expertise, Masimo Consumer Audio improves lives by creating distinct and immersive listening experiences for millions of consumers in more than 130 countries.

Find out more at: www.masimo.com/consumer-audio/

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