

27 February 2024

Silver Bullet Data Services Group plc

("Silverbullet" or the "Company" or the "Group")

US\$2.3m Contract Win with Mars

Silverbullet, a provider of digital transformation services and products, is pleased to announce an extended contract with Mars Petcare US ("Mars"), which provides pet nutrition, health, and veterinary services as part of Mars, Incorporated.

Silverbullet has extended its partnership with Mars for the third consecutive year, for a value of US\$2.3 million, from January to December 2024.

In this extended collaboration, the Company will be broadening its support to Mars across three primary workstreams, specifically dedicated to the implementation of AI driven first party customer data intelligence.

The expanded scope includes:

- Customer Experience ("CX") Activation - by providing support in the design and execution of cross-channel customer journeys and leveraging Salesforce platforms, as well as proprietary and third party GenAI tools.
- Data Management & Integrations - assisting with customer data management and facilitating custom integrations between the Salesforce marketing technology ("martech") stack and other tools and data sources.
- Data Visualisation & Insights - extending support in the design and creation of customised data dashboards. These dashboards aim to provide marketing intelligence and insights for informed decision-making.

Ian James, Chief Executive Officer of Silverbullet, commented: "Our enduring partnership with Mars Petcare US, now entering its third year, reflects our commitment to delivering transformative data solutions. I am delighted to announce the expansion of our collaboration, supporting Mars across crucial workstreams in data-driven customer experiences. The strides we have made together are a testament to the shared commitment to innovation and quality. We look forward to another year of mutual growth and success, reinforced by the continued trust and collaboration with Mars Petcare US."

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The information contained within this announcement is deemed by the Company to constitute inside information as stipulated under the Market Abuse Regulation (EU) No. 596/2014 as it forms part of United Kingdom domestic law by virtue of the European Union (Withdrawal) Act 2018, as amended by virtue of the Market Abuse (Amendment) (EU Exit) Regulations 2019.

About Silverbullet

Silverbullet's proprietary 4D advertising solution is designed to help advertisers target consumers in a "post cookie world". The product is a natural extension to its existing services business which already serves a blue-chip client base such as Heineken, Channel 4, Amazon and ITV amongst many others. The removal of third-party cookies has already been implemented by web browsers such as Firefox and Safari, with Google expected to phase out the use of cookies in 2023.

Headquartered in London, the Group employs employees across five regions across the globe, including, the UK, Italy, Australia, USA and Latin America. The Group continues to look at other opportunities for expansion worldwide.

The Company has an established and growing services business with significant accumulated industry experience and a proven track record of delivering strategic projects and activation services to its clients. The majority of the Board have held senior positions at global software companies and have significant industry experience across data engineering, SAAS product development and marketing.

The Group has close technical and commercial partnerships with multiple global technology providers, all of which have existing sales channels and are already delivering to clients.

The Group has established a strategic partnership and an entity with Local Planet, a scaled network of over 60 agencies across the globe. Local Planet Data Services Limited was established in December 2020 and presents a significant opportunity to provide data services and the 4D product to the Local Planet agency network.

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