

For immediate release

16 April 2024

Access Intelligence plc

("Access Intelligence" or the "Company")

Proposed Change of Name

Access Intelligence (AIM: ACC), the technology innovator delivering Software-as-a-Service (SaaS) solutions for the global marketing and communications industries, announces that it intends to apply to Companies House to change the Company's name to Pulsar Group plc (the "Name Change").

The Company's Pulsar brand is already highly regarded and well established as the leading technology offering in the growing audience intelligence category. With a focus on ensuring our customers can fully know and understand their audience through its Pulsar technology and the Company's other brands Vuelio and Isentia, the rebrand as Pulsar Group is a logical positioning for the Company as a leading media intelligence technology company.

For marketers and communicators, the only way to stay relevant in an increasingly noisy world is by knowing and understanding their audience. This rebrand as Pulsar Group signals the Company's continued goal to be seen as the partner of choice for the world's leading brands by leveraging its audience-first Pulsar technology at the heart of its products and services globally.

Following the Name Change becoming effective, the Company will be known as Pulsar and the Company will adopt "PULS" as a new stock ticker. A further announcement will be made when the name change becomes effective; until such time, trading will continue under the "ACC" stock ticker.

For further information:

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