

2 July 2024

Fadel Partners, Inc.

(FADEL, the 'Company' or, together with its subsidiaries, the 'Group')

Board Appointment and Director Changes

FADEL, the developer of cloud-based brand compliance and rights and royalty management software, is pleased to announce the appointment of Simon Wilson as Chair, effective 1 July 2024. The appointment follows a thorough search process undertaken by the Board.

Simon joins FADEL following a successful career as an executive, and for the last 12 years is a specialist in board and advisory roles within British and American B2B software companies. He has experience across both listed and growth equity backed companies in the technology sector, and a deep knowledge of AIM. Simon has held board positions at the U.K. listed companies of SurfControl plc, Endace Limited and PCI-PAL plc. Simon has held advisory, board and Chair positions at many international software companies including The Innovation Group (USA), Workshare, M86 Security, and Rootstock. He currently serves as Chair on the boards of PCI-PAL plc (UK) and Uberflip (Canada), and as Independent NED at Hazelcast (USA).

As a result of Simon's appointment, Ken West will step down as Chair and will remain on the Board as Non-Executive Director.

Commenting on his appointment, Simon Wilson said: "I am excited to join the Board of FADEL and work with the team to help the Company achieve its full potential. It is clear that FADEL's Cloud-based brand compliance platform has a strong value proposition across the diverse end markets of licensors, publishers and licensees, and there are significant opportunities for future international growth ahead."

Tarek Fadel, Chief Executive Officer of FADEL, commented: "I'd like to thank Ken for his board leadership over the last 14 months, since our IPO, and for his continued support of FADEL. I am delighted to welcome Simon as the new Chair of FADEL. Simon's international software experience, on the boards of several larger-scale businesses, including AIM listed PCI-PAL plc, will help support the Company to achieve its ambitious long-term objectives."

For further information please contact:

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The following information is disclosed in accordance with Rule 17 and paragraph (g) of Schedule 2 of the AIM Rules for Companies.

Simon Wilson, who is 62 years old, currently holds the following directorships:

- PCI-PAL PLC
- Flyp Technologies, Inc. (trading name: Uberflip)
- Hazelcast, Inc.

Past directorships held during the five years preceding the date of this announcement:

- Mission Critical Networks, Inc.

Save as set out above there are no further disclosures required pursuant to Rule 17 or Schedule 2(g), of the AIM Rules for Companies.

About FADEL Partners Inc.

FADEL is a developer of cloud-based brand compliance and rights and royalty management software, working with some of the world's leading licensors and licensees across media, entertainment, publishing, consumer brands and hi-tech/gaming companies. The Group combines the power of rights management and content compliance with sophisticated content services, AI-powered visual search and image and video recognition.

FADEL has two main solutions, being IPM Suite (for rights and royalty management for publishing and licensing) and Brand Vision (an integrated platform for Brand Compliance & Monitoring that includes Digital Asset Management, Digital Rights Management, AI-Powered Content Tracking and a Content Authentication platform with over 100 million Products Licensed).

management, AI-powered Content Tracking, and a Content Aggregation platform with over 100 million Ready-to-License Images).

The Group's main country of operation is the United States, where it is headquartered in New York, with further operations in the UK, France, Lebanon, Jordan and India.

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