

08 August 2024

Celebrus Technologies plc

AGM trading update and Contract win

Recent contract progress adding to confidence in FY25 and beyond

Celebrus Technologies plc (AIM: CLBS, "the Group", "Celebrus"), the data solutions provider, announces that at the Company's AGM at 9.00 am today, the Chairman will confirm the Group has a growing pipeline across a range of end markets and is highly confident in the Group's strategy to deliver growth and create significant shareholder value in the coming years. Underpinning this has been the positive momentum the Company has been achieving with existing and new customers, and it is pleasing to report a recent contract win with a new customer and an upsell to an existing customer, both in the leisure and travel sector, contributing in aggregate approximately £0.7m in ARR.

The new customer win is a three-year Celebrus Platform contract with a leading global airline which adds to the Group's presence in the travel and leisure sector. The airline will initially use the platform to provide more clarity in the booking process across all digital devices. The solution will be hosted and managed in Celebrus Cloud.

The new win follows an upsell earlier in the financial year to an existing airline customer which added real-time, cross-brand personalisation and mobile data to its Celebrus platform functionality. This is largely in use on the Loyalty side of the business to build better relationships with existing customers.

Bill Bruno, Chief Executive Officer commented:

"Our decision to organize our go-to-market approach into industry sector verticals allows the team to be more effective and focused. We continue to build expertise in our respective verticals and to recognize industry "pain points" allowing us to highlight how we quickly deliver unique value. These changes, and associated wins, reflect that our strategy of simplification in our messaging, sales cycles, and processes continues to deliver good value to our business, our shareholders, and our customers."

Inside Information: This announcement contains inside information for the purposes of article 7 of the Market Abuse Regulation (EU) 596/2014 as it forms part of domestic law by virtue of the European Union (Withdrawal) Act 2018. Upon the publication of this announcement via Regulatory Information Service, this inside information is now considered to be in the public domain.

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About Celebrus Technologies plc

As a disruptive data technology platform, Celebrus is focused on improving the relationships between brands and consumers via better data. Celebrus redefines what digital identity verification means to power both next-level marketing and fraud prevention use cases. Deployed across 30+ countries throughout the financial services, healthcare, retail, travel, and telecommunications sectors, Celebrus automatically captures, contextualizes, and activates consumer behavioral data in live-time across all digital channels. Through the addition of behavioral biometrics and AI, Celebrus empowers brands to detect and prevent fraud before it occurs. To ensure that brands can begin to improve those relationships quickly, Celebrus Cloud activates the Celebrus platform efficiently for brands in a single-tenant, private cloud implementation.

The Group has offices in the UK, USA, and India with key talent in all markets to drive the growth of the business. Celebrus is fully compliant with all major data privacy regulations and the Group is accredited to ISO27001: Information Security Management.

For more information, please see www.celebrus.com.

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