

Reach - non-regulatory announcement*

12 September 2024



Electric Guitar PLC
("Electric Guitar" or the "Company")

Launch Event in Singapore Celebrating Collaboration with Digital Alchemy

Electric Guitar PLC (LSE: ELEG), the digital marketing and advertising company providing first-party data solutions, is pleased to announce that Electric Guitar and Digital Alchemy will be co-hosting an event in Singapore to launch the collaboration between the two businesses. The event will take place on 25 September 2024 and will be attended by senior representatives of existing clients and prospective clients of both businesses.

At the event, John Regan, CEO of Electric Guitar, and Chris Tew, Country Manager for Digital Alchemy in Singapore, will be speaking about integrated gamification and personalisation. The event will highlight how Electric Guitar's strategic collaboration with Digital Alchemy, will enable clients to use gamification and personalisation to increase their marketing ROI. This collaboration presents significant growth opportunities for 3radical Limited ("3radical"), Electric Guitar's primary operating subsidiary and provider of the Voco software solution, by offering exposure to blue-chip prospects in Singapore, a key market within the Asia-Pacific region.

The event is a key opportunity for 3radical to showcase its Voco software, extend its network and establish relationships with leading enterprises looking to enhance their digital marketing strategies through cutting-edge technologies.

The event will be held on 25 September 2024 at Sofitel, Singapore City Centre. Speakers in attendance will include John Regan, CEO of Electric Guitar and Chris Tew, Country Manager of Digital Alchemy.

Electric Guitar first announced the collaboration with Digital Alchemy on 19 June 2024 (<https://www.londonstockexchange.com/news-article/ELEG/3radical-collaboration-with-digital-alchemy/16525944>)

John Regan, CEO of Electric Guitar PLC, commented: "This event is another step in our journey to position Electric Guitar and 3radical as leaders in the first-party data space. The collaboration with Digital Alchemy not only enhances our market presence in the APAC region but also provides us with the opportunity to engage with top-tier prospects who are eager to adopt innovative customer engagement solutions."

Chris Tew, Country Manager for Digital Alchemy, added: "We are excited to partner with Electric Guitar and 3radical to showcase 3radical's Voco platform and how integrated gamification and personalisation can transform customer journeys. This collaboration will allow us to deliver unparalleled value to our clients, particularly those looking to stay ahead in the competitive digital landscape."

To find out more and register your attendance, click here: <https://www.digitalalchemy.global/event>

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Notes to Editors

Electric Guitar PLC (AIM: ELEG) is the provider of first-party data solutions for the marketing and advertising industry, empowering businesses to realise the value of their first-party data. In an era of changing consumer attitudes towards the

use of their data, tighter privacy legislation, and the demise of third-party cookies, first-party data is now the key to success in digital marketing. Electric Guitar's strategy is to acquire and scale businesses that help marketers maximise the value of first-party data by curating, managing, and deploying it, and in doing so making Electric Guitar the industry standard for first-party data solutions.

As the first part of this strategy, Electric Guitar acquired 3radical Limited, a company that utilises its Software as a Service platform, 3radical Voco, to enable organisations to engage individuals and request their data directly using interactive digital experiences. It has since entered into collaborations with several other businesses operating in the field, as well as a joint venture with Exelia Technologies Limited called Marcomms.ai for producing AI-driven products and services for the digital marketing and advertising industry.

For further information please visit www.electricguitarplc.com.

About 3radical

3radical provides businesses with gamification and audience engagement solutions through its Voco platform. The company helps brands create compelling, interactive experiences that captivate and retain customers, driving deeper engagement and measurable business outcomes.

About Digital Alchemy

Digital Alchemy is Asia Pacific's leading marketing automation services provider. Founded in 2003, the company specialises in hyper-personalised marketing strategies to help brands stay ahead of their competitors. The company offers innovative solutions to enhance customer engagement, loyalty, and revenue.

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