

CPPGroup Plc
(the "Group" or the "Company")
New Blink Parametric partnerships

New partnerships include a launch with AXA Partners across nine markets

CPP Group (AIM: CPP), a provider of real-time assistance services which reduce disruptions to everyday life for millions of customers across the world, provides an update on new business wins and contract extensions for Blink Parametric ("Blink"), the Group's growing InsurTech business.

Since the start of the financial year, Blink has added 10 additional partners generating £0.5 million of Annualised Recurring Revenues ("ARR"). In addition, Blink has secured 100% renewal rates (on contracts due for renewal in 2024), which is a strong indicator of the quality and value of Blink's services.

Blink is now supporting 27 partners across 22 markets led by its strategy of partnering with large-scale global or regional insurance companies and driving growth across their multiple geographic markets.

Key partner highlights for FY 2024 include:

- New Partner: AXA Partners ("AXA"), part of the AXA Group who are one of the largest global travel insurers. The launch sees Blink's flight delay solution being provided to AXA's partner, Hong Kong Express (a leading airline across Asia) in nine markets, as part of their 'U-First' product. This is Blink's first agreement with AXA and first deployment with a multi-national airline.
- Contract Extension: Blink has extended its partnership with Zurich in Asia Pacific, following the initial launch in Singapore, with a deployment into the Indonesian market.
- Contract Extension: Blink has widened its relationship with MAWDY (part of the Mapfre Group) with further brands using our services in Ireland and an agreement to launch into Africa in early 2025.
- New Partner: In Germany, Blink has partnered with Berlin Direkt Versicherung, an online insurance specialist (part of the HanseMerkur Insurance Group, a leading German insurer).
- New Partner: In the UK, Blink has contracted with two travel insurance brands- Travel Insurance Saver (a Rothwell & Towler Ltd brand) and InsurTech Gigasure.
- New Partner: Blink has also signed a global framework agreement with Protect Group, a leader in ancillary travel products to travel operators, airlines, and online travel agents.

Sid Mouncey, Chief Executive Officer of Blink Parametric commented:

"We have made considerable progress during the year, adding new partners, extending partner contracts into additional geographies, and securing 100% renewals. With an expanded footprint across new markets and strong existing partner relationships, we will exit the year with a solid pipeline of new business opportunities, and expect to make further good progress during 2025."

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About Blink Parametric:

Blink Parametric is a B2B SaaS company that creates innovative, white-labelled solutions to enhance the services and customer experiences of the world's leading insurance companies. Blink's data-driven technology solutions deliver real-time assistance, automated claims processes and resolution services. Blink's Travel Disruption and Cyber Security solutions provide product enhancement and differentiation for its insurance partners whilst

improving the experience of their customers by delivering assistance and resolution during stressful events such as flight delays and cancellations, lost luggage and compromised online data.

For further information on Blink visit <https://blinkparametric.com> or follow Blink's progress through its LinkedIn page - www.linkedin.com/company/blink-parametric-insurance/

About CPP Group:

CPP Group is a technology-driven assistance company that creates embedded and ancillary real-time assistance products and resolution services that reduce disruption to everyday life for millions of people across the world, at the time and place they are needed, CPP Group is listed on AIM, operated by the London Stock Exchange.

For more information on CPP visit <https://corporate.cppgroup.com/>

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