

28 January 2025

ActiveOps plc
("ActiveOps", the "Company" or the "Group")

Appointment of Joint Broker

ActiveOps plc (AIM: AOM), a leading provider of Decision Intelligence software for service operations, is pleased to announce the appointment of Canaccord Genuity Limited as the Company's Joint Broker, working alongside Investec Bank plc, the Company's Nominated Adviser and Joint Broker, with immediate effect.

For more information, please contact:

ActiveOps
Richard Jeffery, Executive Chair
Emma Salthouse, Chief Financial Officer

Via Alma
www.activeops.com

Investec Bank plc - Nominated Adviser and Joint Broker
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Canaccord Genuity Limited - Joint Broker
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About ActiveOps

ActiveOps is a Software as a Service business, dedicated to helping organisations create more value from their service operations. ActiveOps' Decision Intelligence software solutions are specifically designed to support leaders with the vast number of decisions they make daily in the running their operations. Our customers make better decisions and consume less time and effort making them. The outcomes are significantly improved turnaround times and double-digit improvements in productivity with backlogs of work materially reduced. Customers also leverage the capacity created to invest in transformation and development, and more efficiently utilise resources.

The Company's AI-powered SaaS solutions are underpinned by 15+ years of operational data and its AOM methodology which is proven to enhance cross departmental decision-making.

The Company has approximately 190 employees, serving a global base of enterprise customers from offices in the UK, Ireland, USA, Canada, Australia, India, and South Africa. The Group's customers are predominantly in the banking, insurance, healthcare administration and business process outsourcing (BPO) sectors, including Nationwide, TD Bank, Elevance and Xchanging.

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