

5 February 2025

**ActiveOps plc**

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

**New Customer Wins and Senior Leadership Appointment**

*Nine new logos secured so far in FY25, supporting a continued positive trading performance*

**New Business Momentum**

ActiveOps plc (AIM: AOM), a leading provider of Decision Intelligence software for service operations, is pleased to report strong momentum in new business wins to date in the second half of the year ending 31 March 2025 ("H2 FY25"). Six new customers have been signed so far in H2 FY25, bringing total new logos won in the year to date to nine, versus three in FY24.

The initial scope of the new contracts supports existing consensus market expectations \* and each of the contracts has further exciting global expansion potential, in line with the Company's Land & Expand growth strategy.

The new logo wins are across North America, APAC and EMEA and follow the Board's decision to invest in the Group's international sales teams. Customer acquisition in North America has been particularly pleasing, with further growth potential in the region supported by a healthy new business pipeline.

The new customers secured include blue-chip banks, BPOs and an international healthcare insurance provider, with several adopting ControlIQ Series 4, the most advanced iteration of the ControlIQ platform, providing access to the latest AI and ML capabilities.

**Senior Leadership Appointment**

The Group is pleased to announce the appointment of Paul Maguire to its Senior Leadership Team as Group Managing Director, a non-Board position. With over 30 years working in the enterprise software industry and 20 years of executive leadership responsibilities, Paul has a proven track record of scaling enterprise software businesses globally, to achieve consistent and sustainable growth. Most recently Paul was Senior Vice President and Managing Director APAC & EMEA for Coupa, a leading Business Spend Management platform and was previously Senior Vice President and Managing Director APAC, EMEA & LATAM for Appian, a leading platform for process orchestration, automation and intelligence.

**ActiveOps Executive Chair, Richard Jeffery, commented:**

*"It is pleasing to report on the strong new business momentum we have seen around all our territories so far this year. These wins, alongside our sustained expansion performance, are a clear example of the need for our solutions as large enterprises continue to invest in technologies that boost efficiency and improve employee satisfaction."*

*"I am delighted to welcome Paul to the Senior Leadership Team, he is joining us at an exciting time and his experience and track-record of success will help further drive ActiveOps' growth and development."*

*"While enterprise sales cycles remain elongated, our performance so far this financial year gives us confidence that the strategic decisions we have taken to invest in our product, positioning and sales teams mean we are well placed to continue to build on our achievements."*

Notes

\* In so far as the Board is aware, as at 4 February 2025, consensus market expectations are: FY25 - Revenue of £29.4m and adjusted EBITDA of £2.3m; FY26 - Revenue of £31.6m and adjusted EBITDA of £3.0m.

**For more information, please contact:**

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

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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.

The company has approximately 120 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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