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**Pri0r1ty Intelligence Group PLC
("Pri0r1ty" or the "Company")**

Pri0r1ty Ai partners with Halfspace Group to launch AI Agent for sports analytics, "Capitano Ai", signing Team GB Snowsport and The Race Media as the first users

Pri0r1ty Intelligence Group PLC (AIM: PR1) is excited to announce a new partnership between its wholly owned subsidiary Pri0r1ty Ai and Halfspace Group, an award-winning UK sports data and marketing company, to launch an innovative new product, "Capitano Ai".

Pri0r1ty has entered into a 50/50 joint venture agreement with sport data experts Halfspace Group to jointly develop and deploy Capitano Ai, a natural language interface designed to enhance data analytics capabilities for sports and media organisations across the UK and Europe.

This innovative new product empowers sports and media organisations to immediately unlock meaningful insights from their extensive data repositories via simple conversational queries, marking a significant advancement in sports data intelligence. It is intended that Capitano Ai will become a leading, data optimisation tool for sports and media organisations to manage and share a variety of complex data across their organisation and gain almost instant insight and actionable outputs.

Team GB Snowsport "**GB Snowsport**" and The Race Media will join as the first pilot customers for Capitano Ai. As part of the pilot agreement GB Snowsport and The Race Media will have initial access to Capitano Ai for free and thereafter if they choose to retain the product after the initial free trial period they will be charged £2,500 + Vat per month on a 30 day rolling subscription. Both companies have provided full access to their organisations data for the purposes of model training and have in addition signed up to the Pri0r1ty Ai platform for an initial 12 months on the standard pricing model.

GB Snowsport is the National Governing Body for snow-sports in the United Kingdom and manage amongst others the British Olympic and Paralympic skiing and snowboarding teams.

The Race Media Ltd brings together some of the finest journalists and content creators in motorsport to tell engaging and inspiring stories. With over 15 million YouTube views every month, 1 million+ monthly podcast downloads and 2.5 million+ monthly page views, The Race Media is one of the fastest growing names in the motorsports media industry.

The sports management software market is worth C. US 8.1 billion globally with sports clubs increasing their annual budgets consistently and focusing greater amounts of their spending on data analytics to optimise their overall marketing spend and drive fanbase growth. Capitano Ai is expected to offer a significant level of analytics at a competitive price point and reduces the need for fragmented data points across multiple external consultants often duplicating workflows. With 75% of Premier League clubs having in-house data functions, the addressable market for products such as Capitano Ai is set to grow and Pri0r1ty anticipates announcing additional sports organisation customers in the coming weeks.

About Capitano Ai:

Capitano Ai integrates Pri0r1ty's cutting-edge artificial intelligence technology with Halfspace Group's extensive industry insights, enabling sports and media organisations to perform complex analytical tasks without requiring extensive technical expertise. Capitano Ai will offer users the ability to consolidate vast amounts of data across multiple languages and repositories into a singular cost effective and efficient interface.

The platform acts as a unified data intelligence solution, consolidating various data sources including but not limited to performance statistics, fan engagement metrics, ticket sales and merchandise analytics into a single, queryable interface. This comprehensive approach reduces the need for multiple specialised tools and provides real-time access to both historical and current data.

Capitano Ai delivers advanced analytics capabilities, enabling the generation of instant visualisations and reports, along with predictive models and statistical analyses-all accessible through basic conversational queries. This functionality facilitates optimal decision-making and operational efficiency, allowing sports and media organisations to leverage their data for improved performance and enhanced fan engagement.

Whilst continuing to grow Pri0r1ty's customer base utilising the existing Ai Agent platform, the introduction of Capitano Ai allows Pri0r1ty to enter the fast growing and highly attractive sports-tech industry and provides its first tool to service its growing demand from larger organisations with bespoke application requirements at a substantially higher price point.

By collaborating on Capitano Ai, Pri0r1ty and Halfspace Group are not only enhancing the operational capabilities for sports and media organisations but are also positioning themselves as leaders in the field of sports data intelligence. The companies also expect Capitano Ai to have an impact in industries outside of sport and have already received expressions of interest from potential customers in other sectors to use Capitano Ai.

James Sheehan, CEO of Pri0r1ty, commented:

"We believe the emergence of AI represents a pivotal development opportunity in the sports analytics landscape, and by developing Capitano Ai we can deliver a product that empowers sports and media organisations globally to derive key information and actionable insights effectively, efficiently and at scale. Our partnership with Halfspace Group, is set to transform how sports and media organisations interact with their data, enabling smarter decisions and enhanced performance on and off the field.

To work alongside an award-winning technology agency who have produced impactful data and marketing outcomes for customers including Aston Villa FC, The R&A and many more of the UK's leading sports brands and organisations, offers us tremendous access and opportunity to grow".

Sanjit Atwal, Co-Founder of Halfspace Group, commented:

"Over our seven years of working for some of the World's best-known rights holders, we have clearly seen the need for a more effective solution in the delivery of instant insights and analytics. By working with Pri0r1ty we are able to deliver a cost-effective way for all manner of stakeholders in the sports and media industry to reduce the time it takes to fully understand their own data and to focus on activities that actually grow their businesses."

Victoria Gosling OBE, CEO of Team GB Snowsport, commented:

"We are excited to work with Pri0r1ty beyond just their core platform which we expect will save us time and money as we begin to explore how Ai can accelerate the work we do for Snowsports in marketing and partnerships. Being a pilot customer for an innovative British built new product like Capitano gives us visibility of some of the much larger impact Ai can have across the whole organisation. We think that when launched Capitano will add value not only to GB Snowsport but a diverse mix of sports organisations in the UK and internationally."

If you would like to explore how Pri0r1ty AI can help drive time and cost efficiency for your business please contact plc@pri0r1ty.com

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About Pri0r1ty Intelligence Group PLC

One of the few companies to list on AIM last year, Pri0r1ty Intelligence Group is an AI company transforming professional growth services for SMEs. As an SME, Pri0r1ty understands the unique challenges faced by smaller businesses and has developed an AI Software-as-a-Service (SaaS) platform tailored to meet these needs. Pri0r1ty's platform offers cost-effective solutions that automate essential services like social media management, investor relations, and corporate governance. By reducing reliance on expensive external providers, the company empowers SMEs to streamline operations and focus on growth.

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