

18th March 2025

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

Pri0r1ty Secures up to £100,000 Contract with Leukaemia Care to Develop AI-Powered Information Hub

Pri0r1ty Intelligence Group PLC (AIM: PR1) is pleased to announce that it has secured a significant contract with Leukaemia Care, one of the UK's leading blood cancer charities (registered charity number 1183890). The agreement, worth up to £100,000, will see Pri0r1ty AI Ltd, the company's wholly owned subsidiary, develop and implement an AI-powered information hub and website platform designed to enhance the charity's digital capabilities and improve the charities overall communication with donors and patients who are diagnosed and living with leukaemia and those around them.

With over 10,000 people diagnosed with Leukemia in the UK each year, this project will allow Pri0r1ty and Leukaemia Care to deliver tangible support, particularly for those seeking additional help for the first time. Delivering enhanced access to Leukaemia Care's sector-leading information at speed and scale for as many patients and potential supporters as possible is a fundamental goal of the project. Under the terms of the agreement, Pri0r1ty will deliver in two phases:

Phase 1 will focus on creating an intuitive, user-focused information hub powered by Pri0r1ty's AI technology, with a 24/7 AI assistant to guide users to relevant information and support services. This phase will establish a comprehensive digital platform that prioritises accessibility to information, compliance with WCAG standards, and an enhanced user experience across multiple devices. This initial phase will be delivered for a fee of £50,000, part payable on signature of the agreement with the balance to be settled upon agreed milestones.

Phase 2 will commence upon delivery of phase 1 and will expand the platform's capabilities to include fundraising, and charity governance features, followed by the integration of a custom CRM system to improve service delivery and data-driven decision making. This phase will be delivered for an additional fee of £50,000.

Leukaemia Care selected Pri0r1ty due to the Company's expertise in AI-powered solutions and its desire to deliver cost-effective digital transformation projects for organisations of various sizes. The charity aims to leverage Pri0r1ty's technology to establish an easier entry-point for the organisations essential services, simplify navigation for users, ensure key information is easily accessible, and enhance engagement through personalised support delivered by AI.

This contract represents a significant milestone for Pri0r1ty as it expands its presence in the charity and healthcare sectors, demonstrating the versatility of its AI platform across different industries. The project aligns with the company's mission to deliver cutting-edge solutions that streamline operations and enhance user experiences at an affordable price point. Leukaemia Care will receive a year's subscription to Pri0r1ty's core SaaS services included within their fee and Pri0r1ty believe that this project will open up significant opportunity for further AI consultancy projects to deliver strong additional revenue to the group.

Colin Dyer, Chief Executive at Leukaemia Care, said:

"We are looking forward to working with the team at Pri0r1ty over the coming months and years to develop easier and more impactful ways for patients, carers and health professionals to access our services as we develop them to meet what is an ever-increasing demand. We have been impressed with the creativity and enthusiasm which the Pri0r1ty team have already shown during the planning phase of this project."

James Sheehan, CEO of Pri0r1ty, commented:

"We are delighted to partner with Leukaemia Care on this transformative technology project that we believe will aid many people across the UK as well as within the organisation. Our AI-powered solution will help the charity better serve individuals affected by leukaemia by providing them with personalised information and support through an intuitive digital platform. This contract highlights the adaptability of our technology and strengthens our position within the AI industry, demonstrating we can deliver AI solutions that create tangible value across different sectors.

"The charity sector faces unique challenges in balancing resource constraints with the need to deliver high-quality services. Our platform will enable Leukaemia Care to enhance its digital capabilities without the need for significant internal technical resources, allowing them to focus on their core mission of supporting people living with leukaemia."

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

For further information, please contact:

Pri0r1ty Intelligence Group PLC
James Sheehan, Chief Executive Officer
Email: ir@pri0r1ty.com

Nominated Adviser
Beaumont Cornish Limited
James Biddle/ Roland Cornish
Email: james@b-cornish.co.uk
Tel: +44 (0) 20 7628 3396

Broker
Allenby Capital Limited
Kelly Cardigan/ Jeremy Bester/ Dion Shimwell

Nery Gardner/ Jeremy Porter/ Piers Shitwell
Tel: +44 (0) 20 3328 5656

Financial PR Adviser

Camarco
Marc Cohen, Gabriel Hedengren, Emily Hall
Email: Pri0r1ty@camarco.co.uk
Tel: +44 (0) 20 3757 4980

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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 providing professional growth services for SMEs. As an SME, Pri0r1ty understands the unique challenges faced by small businesses and has developed an AI Software-as-a-Service (SaaS) platform tailored to their 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 consultants, Pri0r1ty empowers SMEs to streamline operations and focus on growth.

About Leukaemia Care

Leukaemia Care is a national blood cancer charity dedicated to ensuring that anyone affected by leukaemia receives the right information, advice, and support. The charity provides a range of services including a 24-hour helpline, patient and carer support groups, and advocacy for better treatments and care. Visit their website: <https://www.leukaemiacare.org.uk/>

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