

25 March 2025

PRI0R1TY INTELLIGENCE GROUP PLC
("Pri0r1ty" or the "Company")

Directorship Change

Pri0r1ty Intelligence Group PLC announces that effective immediately Matthew Beardmore is stepping down as Non-Executive Chairman following a successful transition of management and administration responsibilities after the Company's reverse takeover of Alteration Earth plc on 30th December 2024. Mr Marcus Yeoman has been appointed as Independent Non-Executive Chairman on an interim basis with immediate effect.

The Board wishes to thank Matthew for his hard work, contribution and leadership during the transaction and more recently the transition period and wish him well with his ongoing role as CEO of Primorus Investments plc, the Company's 12.1% shareholder.

The Board welcomes Marcus as Independent Non-Executive Chairman. Marcus' early sector experience focussed on IT infrastructure and distribution before he established an extensive capital markets career having previously worked at Rathbone Stockbrokers Limited and Cheviot Capital Limited. In 2003, Marcus established Springtime Consultants Ltd and has been acting as a consultant or Non-Executive Director to a number of listed companies and SME ventures over the past 25 years, including AIM traded Reach4Entertainment Ltd (2011 to 2021) and Mesh Holdings Plc (2017 to 2019). Marcus is currently Chairman of Main List Medcaw Investments Plc and a Non-Executive Director at CapAI Plc as well as being a director of a number of private companies across a range of sectors.

Comment from Company CEO, James Sheehan:

"I would like to welcome Marcus to the Board as interim Non-Executive Chairman and thank Matthew for his work during the reverse takeover and subsequent handover of responsibilities. The Chairman role is an important feature of corporate governance in any listed company. Marcus has a wealth of experience in the City working with growth companies in particular, and I look forward to working closely with him as we continue to progress the development and growth of PR1."

The following information is disclosed pursuant to Rule 17 and Schedule Two paragraph (g) of the AIM Rules for Companies in relation to Mr. Marcus Yeoman, aged 61:

Current Directorships/Partnerships	Past Directorships/Partnerships (within 5 years)
Amigo Distributors Limited Springtime Consultants Ltd CapAI PLC Medcaw Investments PLC Pennymoor Timber Ltd The Official Test Centre Ltd Tower Green Holdings Ltd Kipling House Investment Ltd Peter Nicholson Films Limited One Line Films Ltd Kipling House Investments Limited The Official Test Centre Limited	Hancock Scotland Limited Alfi Ltd Storyboard Assets PLC Windhorse Aerospace Ltd Melrose & Morgan Ltd Dewynters Limited Newmans Displays Ltd Miroma Set Ltd (formerly Reach4entertainment Enterprises Limited & Reach4entertainment Enterprises Plc) Kyma Leisure Limited STN Sports Limited R4E Plc Reach4Entertainment Ltd Go Little Birdee Limited Reach4Talent Limited Reach4Digital Limited Reach4Sponsorship Limited Reach4Creative Limited Reach4Events Limited Greendale Group Welba App Limited BOS Global Holdings Limited Widetek Limited Intosol Holdings Plc R4E Limited FWS Carter & Sons Ltd

Marcus was appointed as a director of Hancock Scotland on 3 March 2020. On 10 May 2022, the court issued a winding-up order for the company, which remains ongoing and has not yet been completed.

Marcus was a director of Westgolf (UK) Limited between Jan 1999 and Nov 2002. On 23 Jun 2003, the company was placed into liquidation with an estimated deficiency to creditors of £938,267; and Marcus was a director of Diamond Lifestyle Holdings plc at the time of its being wound up by a voluntary creditors' liquidation on 22 July 2008.

For further information, please contact:

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

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

Broker
Allenby Capital Limited
Kelly Gardiner/ Jeremy Porter/ Piers Shimwell
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

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.

Nominated Adviser Statement

Beaumont Cornish Limited ("Beaumont Cornish"), is the Company's Nominated Adviser and is authorised and regulated in the United Kingdom by the Financial Conduct Authority. Beaumont Cornish's responsibilities as the Company's Nominated Adviser, including a responsibility to advise and guide the Company on its responsibilities under the AIM Rules for Companies and AIM Rules for Nominated Advisers, are owed solely to the London Stock Exchange. Beaumont Cornish is not acting for and will not be responsible to any other persons for providing protections afforded to customers of Beaumont Cornish nor for advising them in relation to the proposed arrangements described in the announcement or any matter referred to in it.

Cautionary Statement

Note: Certain statements in this press release are forward-looking. Although these forward-looking statements are made in good faith based on the information available to the Directors at the time of their approval of the press release, we can give no assurance that these expectations will prove to have been correct. Because these statements involve risks and uncertainties, actual results may differ materially from those expressed or implied by these forward-looking statements. We undertake no obligation to update any forward-looking statements whether as a result of new information, future events or otherwise.

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