

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

Pri0r1ty Enters US Market with First Customer Trial of Capitano Ai

London, UK - 10 April 2025 - Pri0r1ty Intelligence Group PLC (AIM: PR1) is pleased to announce its entry into the US market through the first customer trial of its recently launched artificial intelligence (AI) platform, Capitano Ai. This marks the beginning of the Company's strategic expansion into the rapidly growing US AI and sports analytics sectors.

Capitano Ai is an AI tool designed to enhance the data analytics capabilities of sports and media organisations. The platform enables users to immediately unlock valuable insights from their extensive data repositories via simple conversational queries, marking a crucial advancement in sports data intelligence. The platform's first US customer is Orange County SC ("OCSC"), a professional soccer club competing in the USL Championship, the second tier of the American soccer league system.

Pri0r1ty announced the launch of Capitano Ai in a 50:50 joint venture between Pri0r1ty Ai Ltd (the Company's wholly owned subsidiary) and Halfspace Ltd, on 5 March 2025, after which the Company has received significant global inbound enquiries regarding the product.

Orange County SC, based in California, has established itself as a prominent club in US soccer with a strong focus on player development and community engagement. The club, originally founded in 1998, competes in the USL Championship and plays its home matches at Championship Stadium in Irvine, California. It will join existing pilot customers Team GB Snowsport and The Race Media in trialing the innovative AI-powered sports analytics platform on the same commercial terms, ahead of an anticipated larger rollout in the second half of this year.

This partnership with Orange County SC represents a strategic expansion of Capitano Ai's presence in the North American market, where the sports analytics sector is experiencing rapid growth. The sports analytics market is poised to grow from 4.6bn in 2024 to C. 26bn by 2032 as organisations increasingly leverage data-driven decision making to enhance performance both on and off the field according to a SkyQuest article ([Sports Analytics Market Size, Share, Trends & Forecast | 2032](#)).

James Sheehan, CEO of Pri0r1ty, commented:

"In these turbulent times sport represents a relative escape for many, and we believe this will deliver a robust long term business case for Pri0r1ty even with the current uncertainty in other sectors. Pri0r1ty intends to incorporate a Delaware company to take full advantage of the expected additional demand for our products in the US that this first step will deliver, we see an expansion into the US as a key driver to insulate us from global macroeconomic volatility."

"We are delighted to welcome Orange County SC as our first US customer for Capitano Ai. This partnership not only validates the international appeal of our platform but also establishes our footprint in the incredibly valuable North American sports market. The US clearly presents important growth opportunities for our AI solutions and we believe Capitano Ai's ability to transform complex data into actionable insights will resonate strongly with sports organisations across the region."

"Since announcing our joint venture with Halfspace earlier this month, we have seen considerable inbound interest in Capitano Ai from sports organisations globally. Securing a customer in the US market so quickly after launch demonstrates the platform's unique value proposition and positions us well for further international expansion."

Daniel Rutstein, President of Business Operations for Orange County SC, said:

"We are excited to partner with Pri0r1ty and Halfspace to implement Capitano Ai across our organisation. As we continue to evolve our data-driven approach to both on-field performance and business operations, we believe this innovative AI platform will provide us with valuable insights that can drive competitive advantage. The ability to access complex data analytics through simple conversational queries represents a significant advancement in how we can leverage our data assets."

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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This announcement contains inside information for the purposes of Article 7 of the Market Abuse Regulation (EU) No. 596/2014, as it forms part of UK Domestic Law by virtue of the European Union (Withdrawal) Act 2018. Upon the publication of this announcement, this inside information is now considered to be in the public domain.

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.

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.

About Orange County SC

Orange County SC is a professional soccer club in Orange County, California. The club was founded in 2013 and competes in the USL Championship, the second division of American soccer. Orange County SC plays its home matches at Championship Stadium in Irvine, California, and is known for its strong youth development program and community engagement initiatives.

Nominated Adviser Statement

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