

Pulsar Group Plc
("Pulsar", the "Group" or the "Company")

Pulsar Group Secures Strategic Contract Expansion with Global Advertising Leader

Pulsar Group Plc (AIM: PULS), the technology innovator delivering Software-as-a-Service (SaaS) solutions for the global marketing and communications industries, is pleased to announce the expansion of its relationship with one of the world's largest advertising and marketing services holding companies through the signing of a major new contract.

Having successfully delivered services to several of the group's individual agencies, with consistent growth in annual recurring revenue over the past three years, Pulsar has now been selected to provide these services at a group-wide level. This strategic agreement reflects the strong performance and positive feedback from existing agency partners and represents a significant scaling of the partnership.

Under the new agreement, Pulsar's platform will replace multiple incumbent competitor products currently in use across the customer's global portfolio, streamlining operations and standardising workflows across agencies. As a result of this expanded contract, the customer's annual recurring spend with Pulsar has increased by over 150% to US 2.2 million. The deal is expected to generate US 6.6 million in total revenue over the duration of the contract, further reinforcing Pulsar's position as a trusted, long-term partner within the global marketing and advertising technology landscape.

Joanna Arnold, Global CEO of the Company, said:

"This contract win is a testament to the strength of the Group's technology, the quality of our team, and the value we continue to deliver to clients. Expanding to a group-wide agreement with such a prominent global organisation reflects both the trust we've earned and the opportunity ahead as we continue to scale our business."

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