

For immediate release

2 May 2025

**Gfinity PLC**  
**("Gfinity" or the "Company")**  
**Corporate update**

The Board of Gfinity is pleased to provide an update on the Company's progress in the deployment of its exclusive licence agreement with OM Technology Solutions Ltd ("OM") ("Licence") to commercialise OM's advanced artificial intelligence technology, Connected IQ ("CIQ"), which is specifically targeted at the connected video market, and the formation of a new venture, Yentra.AI, which will provide engineering, consulting and training services to companies looking to utilise AI.

**CIQ update**

Gfinity is now commercialising CIQ under the Licence. Whilst prior to the Licence CIQ was still at an early stage with limited sales track record, first revenue was received in April from campaigns and Gfinity is now in commercial discussions with multiple large advertising agencies to use CIQ's services for both brand campaigns and also to potentially provide white labelled technology services to these agencies for use within their own proprietary technology. To support this initiative, the Company has expanded its commercial sales team in the UK and USA, with further hires expected.

Gfinity has focused on the continued development of the contextual product for CIQ and has implemented through the Licence, what the Board believes is a market leading logo detection model, with a human emotion detection also currently being deployed. The Board believes that CIQ is a very competitive product in the marketplace, as it can achieve a level of accuracy and commercial utility at a low operational cost compared to competitors.

**Yentra.AI**

Gfinity has formed a new business unit, Yentra.AI ("Yentra"), to bring together the Company's software engineering, artificial intelligence consulting and web 3 development for commercial customers. Yentra is 51% owned by Gfinity and the balance by the management team, led by Ignatius Rautenbach. The Yentra business is supported by a team of 12 engineers in partnership with Techohara Solutions Private Limited and Koneqt Limited and has been formed to provide consulting and engineering services in artificial intelligence, machine learning, web3 and software engineering. The management team has a proven track record of delivering these solutions to banks, payment gateways, governments, utilities, and insurance companies and corporate clients bring existing relationships to Yentra.

Yentra also provides Gfinity with a low cost internal resource to develop further ventures in the vertical AI space to take advantage of developments in AI. The Board sees a potentially significant opportunity in artificial intelligence and the commercial application of it within the next two years and is determined to ensure that Gfinity plays a key role in the industry.

The CEO of Gfinity, David Halley said "we are at the start of a major global AI cycle, and through CIQ, we believe that Gfinity is positioning itself to be a clear part of the AI cycle in advertising. In addition, by partnering with the experienced team at Yentra, we now have an internal resource to build out technology for the sector and benefit from both the revenue generated from Yentra and the ability to build further technology for Connected IQ and Gfinity."

**Other Information**

A copy of this announcement is available at the Company's website: [www.gfinityplc.com](http://www.gfinityplc.com)

The information contained within this announcement is deemed by the Company to constitute inside information as stipulated under the Market Abuse Regulations (EU) No. 596/2014 as it forms part of UK Domestic Law by virtue of the European Union (Withdrawal) Act 2018 ("UK MAR"). The person who arranged for the release of this announcement on behalf of the Company was David Halley, Chief Executive.

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**Further Information**

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#### **Forward Looking Statements**

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