

PRI0R1TY INTELLIGENCE GROUP PLC

("Pri0r1ty" or the "Company")

Pri0r1ty Ai Announces Expanded Payment Options for Customers to include Bitcoin

London, UK, - 29 May 2025 - Pri0r1ty Intelligence Group PLC (AIM: PR1), a pioneering company in AI-driven professional growth services for small and medium enterprises (SMEs), is pleased to announce that it has integrated cryptocurrency payment options into its online onboarding process. Customers can now enjoy the convenience of transacting with Bitcoin "BTC" and other stable coins, facilitated through a strategic partnership with Coinbase Commerce. This innovation aims to enhance user experience and open additional revenue opportunities to new customers who are native users of cryptocurrency.

Highlights:

- Introduction of cryptocurrency payment options, including BTC.
- Integration facilitated by Coinbase Commerce to streamline online transactions.
- Strategic exploration of a broader cryptocurrency strategy to enhance the long-term business offering.

The integration of cryptocurrency payments is a significant step forward for Pri0r1ty, allowing customers to make cryptocurrency payments effortlessly and securely. This initiative not only reflects our commitment to providing cutting-edge technology solutions but also aligns with our goal of utilising innovative technologies to meet the evolving needs of our customers. As a result of this update, the Company has adopted a Bitcoin Treasury Management Policy establishing procedures for managing its exposure to BTC and other stable coins.

James Sheehan, Chief Executive Officer of Pri0r1ty Intelligence Group Plc, commented: "We are excited to offer our customers the flexibility of cryptocurrency payments through a robust platform. This move has the potential to increase our customer base, improve the way our customers interact with us and also highlights our commitment to innovation and responsiveness to market trends. We believe that cryptocurrencies will play a critical role in the future of business transactions, and we are pleased to be at the forefront of this transformational shift."

"The introduction of cryptocurrency payments caters to a growing demographic of tech-savvy business users and strategically positions Pri0r1ty to explore new revenue streams and enhance its treasury management policy. As Pri0r1ty Ai has already received its first customer payments in Bitcoin the group is exploring how best to manage our Bitcoin holdings for the long-term benefit of all shareholders."

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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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

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