

9 June 2025

Catenai PLC

("Catenai" or the "Company")

Alludium Strategic Program Update: Alludium's Competitive Edge in AI

Catenai PLC (AIM: CTAI), the AIM quoted provider of digital media and technology, notes the announcement made by Alludium Ltd ("Alludium") in relation to its acceptance into two start up programs that will enhance the Alludium platform: AWS Activate (Amazon) and Atlassian for Startups Program.

Alludium's founding team brings established relationships with senior leadership at global technology companies. With a team of experienced executives working in startups and the technology ecosystem, Alludium is leveraging its experience and connections to build a comprehensively integrated Alludium platform. The entry into these programs plus the acceptance into the Nvidia Inception program (Announced 27 May 2025) shows Alludium are not limited to basic developer programs.

AWS Activate (Amazon Web Services):

Alludium's entry into AWS Activate Startup Program ensures that as it scales the number of AI agents, its infrastructure will have the opportunity to grow seamlessly. This relationship provides priority access to new services, architectural guidance for AI workloads, and the enterprise-grade reliability that modern businesses demand.

Atlassian: Powering Productivity Integration

Atlassian is an Australian software company known for building collaboration and productivity tools for software development, IT, and business teams. The Atlassian for Startups program offers eligible early-stage companies a comprehensive suite of Atlassian tools. It is designed to support growth, collaboration, and product development without upfront costs.

Atlassian is a 50bn+ company and is an important part of many developers operation. Alludium's entry into Atlassian for Startups Program will enable its AI agents to work natively within these environments, understanding project contexts, automating workflows, and enhancing team productivity in ways that surface-level integrations cannot achieve.

John Frizelle, CEO of Alludium commented *"Partnerships and working relationships are critical to what we're building at Alludium. Having enjoyed a decade-long relationship with AWS as an engineer, founder and investor, I'm delighted to bring this long-standing working partnership to bear as we build out Alludium. Having spoken at AWS Annual Conferences and mentored as an investor on their Emerging Technology Accelerator program, it's great to be back working with them on a startup engineering level. Atlassian's suite powers collaboration for millions of teams worldwide. This 50+bn company is the backbone of many AI developer operations"*

The person who arranged for release of this announcement on behalf of the Company was John Farthing, Interim Chief Executive Officer of the Company and the Directors of the Company are responsible for the release of this announcement.

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Notes to Editors:

About Catenai PLC

Catenai is an AIM quoted provider of digital media and technology services. The Company specialises in IT solutions that solve commercial challenges and create opportunities for its clients, with an increasing focus incorporating AI into its platforms. The Company has an experienced IT team of project managers and integrators who have deployed systems across corporate, government and educational sectors.

<http://www.catenaiplc.com>

Alludium

<http://www.alludium.ai/news-partners>

Caution regarding forward looking statements

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