

27 June 2025

Pri0r1ty Intelligence Group PLC
("Pri0r1ty" or the "Company")

Launch of AI-Powered Bitcoin Integration Solution

Pri0r1ty Intelligence Group PLC (AIM: PR1), a pioneer in AI-driven professional growth services for SMEs, is pleased to announce the launch of Pr1bit, a new AI-powered Bitcoin and major cryptocurrencies integration solution. Pr1bit has been designed to enable over 5 million SMEs in the UK to integrate Bitcoin payments into their current ecosystems, and to support businesses holding Bitcoin in treasury. The Company expects to formally launch Pr1bit next week.

Powered by Coinbase Commerce, a leader in facilitating cryptocurrency payments for businesses, Pr1bit integrates sophisticated AI-driven tools and features from Pri0r1ty, enabling clients to manage and report on their digital asset holdings.

Pr1bit offers multiple tiers on monthly subscription which provide non-custodial multi-signature wallet architecture, enabling clients to securely receive payments from their customers for goods and services, while providing AI-driven tools and features for balances and price movements as well as reporting features such as market sentiment analysis and customer segmentation based on crypto interest.

Integrated directly into a customer's existing Pri0r1ty platform, the Pri0r1ty advisor agent continuously monitors and analyses Bitcoin holdings while providing actionable insights through the Pri0r1ty platform. Higher tier packages include enhanced features for listed companies, such as board, auditor and legal counsel reports, educational content for customers, and cold storage solutions.

Bitcoin payment processing is built directly into the Pri0r1ty Advisor agent, enabling customers to also buy additional cryptocurrency seamlessly. Using the Coinbase Commerce API, the agent provides real-time conversion rates with automatic fiat calculation, closing sales in the world's fastest-growing currency with enterprise-grade reliability.

James Sheehan, Chief Executive Officer of Pri0r1ty, commented:

"The adoption of Bitcoin as a currency for purchases and as a treasury asset is happening at pace. Businesses are acknowledging customer demand to spend and invest in Bitcoin. Those who don't integrate will get left behind. Pri0r1ty is well positioned to capitalise on this shift. Our new product integration will enable SMEs to seamlessly and securely plug-in Bitcoin payments to their ecosystems and the growing number of businesses holding Bitcoin in treasury to manage and report on their assets to the highest standards.

We are already in discussions with various customers interested in integrating Pr1bit and look forward to rolling out this product with an accessible SaaS pricing model to a rapidly evolving sector. By integrating Pri0r1ty's proprietary Advisor agent with Coinbase Commerce's industry-leading custody and execution we see the possibility to bring a popular capital market structure in the Bitcoin treasury strategy to SMEs in the UK. This industry-first initiative opens the door to further technical integrations to bridge the world of cryptocurrency with AI."

If you would like to explore how Pri0r1ty AI can help drive time and cost efficiency for your business, please contact plc@pri0r1ty.com.

For further information, please contact:

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About PriOr1ty Intelligence Group PLC

PriOr1ty Intelligence Group is an AI company transforming professional growth services for SMEs. As an SME, PriOr1ty understands the unique challenges faced by smaller businesses and has developed an AI Software-as-a-Service (SaaS) platform tailored to meet these needs. PriOr1ty'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.

Website: <https://www.priOr1ty.com/>

LinkedIn: <https://www.linkedin.com/company/priOr1ty-ai-plc/>

X: <https://x.com/WearePriOr1ty>

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.

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