

4 July 2025

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

Halfspace Contract Win

Major European sports rights holder contracts Halfspace for data-led marketing

[Pri0r1ty Intelligence Group PLC](#) (AIM: PR1), the Ai, data and marketing services group, is pleased to announce that its recently acquired sports data and marketing business, Halfspace Limited ("Halfspace") has been contracted by a major European sports rights holder to provide data-led marketing services. The initial contract is worth approximately €100,000 over three months and may be extended.

Halfspace has been hired with a mandate to grow and utilise the rights holder's audience and customer data which is gathered through interactions with the organisation's own channels, including websites and apps. Halfspace places technology onto the digital properties of its clients to scale data capture then utilise the resulting data in digital marketing campaigns or consultative projects, typically to drive client revenue opportunities.

As part of the contract, the client is also using the proprietary Halfspace Compass ID technology which enables deep-level, GDPR-compliant data collection to aid marketing efforts.

Rory Maxwell, CEO of Halfspace and COO of Pri0r1ty, commented:

"We are delighted to have won this important new contract with a major European sports rights holder. Our role is to help harness their vast data to enable it to have an even stronger proposition for its commercial partners. We're excited to be working with this new client and running data-led marketing activities to better understand and monetise existing and future customers."

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About PriOr1ty Intelligence Group PLC

PriOr1ty Intelligence Group is an AI, data and marketing services group. 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. The group also includes Halfspace, a multi-award-winning, data driven, marketing and technology business which primarily operates in the sports and entertainment sectors. Its customer base includes and has included Premier League football clubs, motorsports teams, sports leagues, national governing bodies, sporting federations, digital media businesses, and direct-to-consumer platforms.

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.

Nominated Adviser Statement

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Important Notice:

PriOr1ty Intelligence Group PLC (the Company) will hold a proportion of its treasury reserves and surplus cash in Bitcoin. Bitcoin is a type of cryptocurrency or cryptoasset. Whilst the Board of Directors of the Company considers holding Bitcoin to be in the best interests of the Company, the Board remains aware that the FCA considers investment in Bitcoin to be high risk. At the outset, it is important to note that an investment in the Company is not an investment in Bitcoin, either directly or by proxy. However, the Board of Directors of the Company consider Bitcoin to be an appropriate store of value and growth for the Company's reserves and, accordingly, the Company is materially exposed to Bitcoin.

The Company is neither authorised nor regulated by the FCA. And cryptocurrencies (such as Bitcoin) are unregulated in the UK. The value of Bitcoin can go down as well as up, and therefore the value of the Company's Bitcoin holdings can fluctuate. The Company may not be able to realise its Bitcoin exposure for the same as it paid in the first place or even for the value the Company ascribes to its Bitcoin positions due to these market movements.

Nevertheless, the Board of Directors of the Company has taken the decision to invest in Bitcoin, and in doing so is mindful of the special risks Bitcoin presents to the Company's financial position. These risks include (but are not limited to): (i) the value of Bitcoin can be highly volatile, with value dropping as quickly as it can rise. Investors in Bitcoin must be prepared to lose all money invested in Bitcoin; (ii) the Bitcoin market is largely unregulated. There is a risk of losing money due to risks such as cyber-attacks, financial crime and counterparty failure; (iii) the Company may not be able to sell its Bitcoin at will. The ability to sell Bitcoin depends on various factors, including the supply and demand in the market at the relevant time. Operational failings such as technology outages, cyber-attacks and comingling of funds could cause unwanted delay; and (iv) cryptoassets are characterised in some quarters by high degrees of fraud, money laundering and financial crime. In addition, there is a perception in some quarters that cyber-attacks are prominent which can lead to theft of holdings or ransom demands. The Board of Directors of the Company does not subscribe to such a negative view, especially in relation to Bitcoin. However, prospective investors in the Company are encouraged to do your own research before investing.

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