System1 Group

9 July 2025

System1 Group PLC (AIM: SYS1)

("System1", or "the Company", or "the Group")

John Kearon - Change of Role

System1, the marketing decision-making platform www.system1group.com announces that 25 years after founding the company John Kearon, currently Founder and President, will from 1 September 2025 become a non-executive director of the company. In addition, John will chair a new board committee, QualCo, and provide strategic guidance, challenge and oversight, with the aim of keeping System1 at the forefront of thought leadership and creative effectiveness.

John Kearon will therefore stand for re-election as a non-executive director at the forthcoming AGM on 24 September 2025.

Chairman Rupert Howell said: "John Kearon's vision and inventiveness gave life to this business 25 years ago and his application of behavioural science to predictive market research, particularly understanding the importance of emotion, has changed the industry forever. I'm delighted John will continue to serve on the Board and head up our new QualCo sub-committee to help keep us ahead of the competition."

For further information, please contact:

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