

14 July 2025

**Pri0r1ty Intelligence Group PLC**

("Pri0r1ty" or the "Company")

**Statement re Potential Breach of Lock-in Agreement**

Further to the announcement on 25 June 2025 regarding the disposal by Primorus Investments plc (AIM: PRIM) of its shareholding in the Company, [Pri0r1ty Intelligence Group PLC](#) (AIM: PR1), the Ai, data and marketing services group, announces that the Company has been investigating this disposal.

As disclosed in the Company's admission document dated 20 December 2024, Primorus Investments plc, itself an AIM-listed company, entered into a lock-in agreement with the Company pursuant to which it was subject to a 12-month lock-in period from the date of the Company's admission to AIM, which occurred on 30 December 2024. For the duration of the lock-in period, Primorus Investments plc agreed not to dispose of ordinary shares in the capital of the Company (save for in limited circumstances (being those referred to in AIM Rule 7) which do not apply to this disposal).

The Company and its advisers are continuing to investigate the circumstances surrounding Primorus Investments plc's disposal of its shareholding in the Company and in that context the Company announces that it has sent a letter of claim to Primorus Investments plc reserving its rights to commence legal proceedings against that entity seeking appropriate relief. The Company awaits a substantive response from Primorus Investments plc and will decide on next steps when it has received and considered that response.

While the Directors share the concerns expressed by shareholders regarding the Primorus Investments plc disposal, they remind shareholders that as this matter may give rise to legal proceedings, the Company will be unable to provide additional commentary regarding the matter other than through announcements when appropriate.

**For further information, please contact:**

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**About Pri0r1ty Intelligence Group PLC**

Pri0r1ty Intelligence Group is an AI, data and marketing services group. 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. 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.pri0r1ty.com>

LinkedIn: <https://www.linkedin.com/company/pri0r1ty-ai-plc/>

X: <https://x.com/WearePri0r1ty>

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