

29 July 2025

Pri0r1ty Intelligence Group PLC

("Pri0r1ty" or the "Company")

1 Million Placing to Expand Lightning Network

Pri0r1ty Intelligence Group PLC (AIM: PR1), the AI, data and marketing services group, is pleased to announce a 1 million (£750,000) placing to support the expansion of its Pr1bit cryptocurrency offering for commercial Bitcoin transactions at scale via its recently launched Lightning Network Routing Node.

Key points

- Raised gross proceeds of approximately 1 million (£750,000)
- Proceeds to be applied to expanding Bitcoin liquidity for the Lightning Network to at least 500 million Bitcoin satoshis to accelerate growth (within the Company's approved Bitcoin Treasury Management Policy as announced on 20 June 2025)
- Lightning Network gives customers near-instant and almost cost-free Bitcoin transactions

Pr1bit/Lightning Network Liquidity Expansion

Pri0r1ty is expanding the liquidity being used to grow the Lightning Network Routing Node to significantly accelerate product growth. The Lightning Network gives customers near-instant and almost cost-free transactions, allowing users to send and receive private Bitcoin payments to Pri0r1ty and other SME customers in exchange for goods and services at a significantly lower cost than the Bitcoin main network or traditional online payment methods. Pri0r1ty earns a routing fee for processing such transactions in Bitcoin satoshis (SATS), the smallest monetary denomination of Bitcoin.

Pri0r1ty had previously allocated 100,000,000 SATS of liquidity for the first channel(s) utilising its Bitcoin treasury reserves following the acquisition of Bitcoin in support of this product. Due to investor demand to support the product, Pri0r1ty will allot at least a further 400,000,000 SATS of Bitcoin liquidity to opening new channels and network expansion. As adoption of the Lightning Network grows, Pri0r1ty expects to add more channels and fill further liquidity requirements in exchange for processing fees using its reserves. Pri0r1ty will purchase additional Bitcoin as required within its Bitcoin treasury to support this accelerated growth.

Placing

Pri0r1ty has raised gross proceeds of approximately 1 million (£750,000) (before expenses) through a placing of 18,750,000 new ordinary shares of 0.3 pence each (the "Placing Shares") at a price of 4 pence per share (the "Placing Price") with two institutional investors (the "Placing"). The Placing is conditional only upon admission of the Placing Shares to trading on AIM (see below). The Placing Price represents a 7% discount to the closing share price of 4.3 pence on 28 July 2025.

OAK Digital Capital, a division of OAK Securities, specialising in advisory and investment in digital assets was the largest participant in the Placing. OAK Securities acted as sole broker to the Placing.

Admission and Total Voting Rights

Application has been made to the London Stock Exchange for the Placing Shares to be admitted to trading on AIM ("Admission"). Admission is expected to occur at 8.00 a.m. on 5 August 2025.

Following Admission, the Company's total issued share capital will consist of 179,190,320 ordinary shares of 0.3 pence each with voting rights attached. The Company does not hold any ordinary shares in treasury. This figure may be used by shareholders in the Company as the denominator for the calculations by which they will determine if they are required to notify their interest in, or a change in their interest in, the Company under the FCA's Disclosure Guidance and Transparency Rules.

James Sheehan, CEO of Pri0r1ty, commented:

"Since announcing our Pr1bit solution, we have seen notable demand from SMEs that have wanted to integrate Bitcoin payments into their business offering. Our product enables this, with onboarding, treasury management and compliance tools. By launching our Lightning Network Routing Node, we added speed and

cost efficiency to this offering.

Having been approached for strategic investment at close to the market price we thought this would give us the opportunity to expedite our Pr1Bit offering and we're delighted to be able to expand Bitcoin liquidity in support of this product.

We are encouraged by the demand this new offering has brought to not only our cryptocurrency product but our core suite of AI and data tools to supercharge SME growth. We believe that PriOr1ty is uniquely positioned to capitalise both on the adoption of cryptocurrency at commercial scale and the rapidly evolving AI landscape."

If you would like to explore how PriOr1ty AI can help drive time and cost efficiency for your business, please contact plc@priOr1ty.com.

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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

Beaumont Cornish Limited ("Beaumont Cornish"), is the Company's Nominated Adviser and is authorised and regulated in the United Kingdom by the Financial Conduct Authority. Beaumont Cornish's responsibilities as the Company's Nominated Adviser, including a responsibility to advise and guide the Company on its responsibilities under the AIM Rules for Companies and AIM Rules for Nominated Advisers, are owed solely to the London Stock Exchange. Beaumont Cornish is not acting for and will not be responsible to any other person for providing the protections afforded to customers of Beaumont Cornish nor for advising them in

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OAK Securities

OAK Securities (a trading name of Merlin Partners LLP, which is authorised and regulated in the United Kingdom by the FCA) is acting exclusively for the Company, and not for any other person, in relation to the Placing. OAK Securities will not be responsible to any other person for providing the protections afforded to customers of OAK Securities, nor for advising anyone other than the Company in relation to the Placing.

Important Notice

PriOr1ty Intelligence Group PLC (the Company) holds 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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