Cykel AI PLC ("Cykel AI" or the "Company")

Cykel AI Launches GTM AI, a Zero-Setup Sales Automation for Enterprise Go-to-Market

Cykel AI PLC (LSE: CYK) is pleased to announce the launch of GTM AI, a zero-setup sales automation solution powered by the Company's autonomous AI sales agent Eve. GTM AI addresses the primary barrier limiting AI sales tool adoption across the market: setup complexity. This development will transform enterprise-grade sales automation from a technical challenge into an accessible business solution, enabling any organisation to deploy sophisticated go-to-market strategies without manual configuration.

About GTM AI

GTM AI combines Eve's autonomous capabilities with AI-powered company intelligence technology. Unlike traditional sales platforms that require extensive technical setup, GTM AI automatically understands businesses and creates sophisticated outreach campaigns immediately upon deployment, delivering enterprise-grade go-to-market capabilities without the complexity.

Key GTM AI Features:

- Company Knowledge - Automatically learns positioning, value propositions and messaging without manual configuration
- Zero-Setup - Generates sophisticated, contextually relevant outreach sequences immediately upon deployment
- GTM Automation - Delivers enterprise-grade go-to-market capabilities without the complex setup
- Lead Research - Identifies and researches potential customers on autopilot from lead database of 700m contacts

Ewan Collinge, CEO & Founder of Cykel AI, commented: "GTM AI represents a step forward in sales automation accessibility. The biggest barrier we've observed in the market is the technical configuration required by existing platforms. GTM AI will automatically understand your company positioning and will create outreach campaigns without any setup requirements, making enterprise-level GTM strategy available to businesses that previously couldn't access these capabilities."

Comprehensive Sales Automation Capabilities

GTM AI is intended to execute complete B2B sales workflows including autonomous prospecting, automated personalised outreach campaigns, intelligent lead qualification and nurturing through AI-generated follow-up sequences.

"We essentially removing the complexity tax that organisations pay to access modern sales automation," Collinge added. "GTM AI will enable any business to deploy sophisticated GTM strategies regardless of internal technical resources, democratising access to enterprise-level sales operations."

This launch builds upon Eve's existing autonomous capabilities operating on Cykel's proprietary TaskOS infrastructure. GTM AI strengthens the Company's position in the rapidly growing AI agent market by addressing the accessibility gap that has prevented widespread adoption of AI sales tools.

For further information, please contact: investors@cykel.ai

About Cykel AI

Cykel AI creates autonomous digital workers that perform complex business tasks. The Company's expanding portfolio includes Lucy (recruitment), Samson (research), and Eve (sales), all built on TaskOS - Cykel's proprietary AI agent infrastructure. Cykel's digital workers operate alongside human teams, enabling businesses of all sizes to transform their operations at scale.

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