

FOR IMMEDIATE RELEASE
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London, UK

Defence Holdings PLC
("Defence" or "the Company")

Operational Update

Defence Holdings PLC Launches Refreshed Corporate Identity and Website

Defence Holdings PLC (ALRT), the UK's first listed software-led defence company, has launched a refreshed corporate identity and new digital platform at www.defenceplc.com.

This brand evolution marks a key step in the Company's transition from early-stage development to full operational execution.

The new identity supports the Company's five-year strategic plan announced in June 2025. It reflects Defence Holdings' position as a delivery-first platform focused on sovereign, software-led capability across UK and allied defence.

The Company has transitioned its primary domain from www.defencetechnologies.com to www.defenceplc.com, consolidating all investor communications, project updates, and corporate materials under one platform.

Key Highlights

- Refreshed corporate brand and new website launched at www.defenceplc.com
- Aligns with the Company's five-year growth strategy focused on sovereign, software-first defence capability
- Reflects the operational shift from concept to delivery across ISR, cyber, and digital systems
- Defence Technologies remains a core operational brand within the group structure
- Further detail on the evolving group architecture to follow

Strategic Context

As modern defence becomes increasingly software-defined, clear brand architecture is essential to engage government, industry, and allied stakeholders. The new identity reinforces Defence Holdings' role in delivering trusted, domestically controlled infrastructure and technology in a rapidly shifting global security environment.

The transition comes as demand accelerates for sovereign capability across ISR, cyber resilience, and digital command systems. By consolidating its brand and communications infrastructure, Defence Holdings is now better positioned to lead, partner, and deliver across the evolving defence ecosystem.

Defence Technologies will remain a key operational brand within the group, responsible for driving specific product and platform initiatives. Further details on its role within the Company's broader roadmap will be shared as the execution of the five-year plan progresses.

Leadership Commentary

Brian Stockbridge, Co Founder of Defence Holdings, commented:

"This brand evolution reflects the scale of what we are building. As we accelerate into delivery, we need a clear, unified identity that matches the ambition of our strategic plan and signals our readiness to lead in the software-led defence space."

About Defence Holdings PLC (ALRT)

Defence Holdings PLC is a London based publicly listed (ALRT) defence technology platform. The Company focuses on developing and acquiring AI-driven analytics, autonomous systems, secure communications, and critical infrastructure solutions across land, sea, air, space, and cyber domains. Supported by deep capital markets insight and long-term tech partnerships, the Company is dedicated to transforming European defence capabilities.

Media Enquiries

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