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**Pri0r1ty Intelligence Group PLC**  
("Pri0r1ty" or the "Company")

**Launch of Metr1c Division**

***New Data and AI Powered Growth & Partnerships Agency for the Entertainment Sector***

***First Clients Include The Brits and Sony, Celtic FC, Scottish Golf and Favela Cerveja***

[Pri0r1ty Intelligence Group PLC](#) (AIM: PR1), the AI, data and marketing services group, is pleased to announce the launch of Metr1c, a brand partnerships and growth solutions agency at the intersection of data analytics, creativity and AI. Created alongside Pri0r1ty's recently acquired sports data marketing agency, Halfspace, Metr1c is set to redefine how brands in entertainment use data and AI to grow revenues and engagement with fans, creating a bridge between sponsorship and digital advertising.

Metr1c has been in beta for seven months and has already worked on revenue-generative campaigns with clients including **The Brits** and **Sony** (official afterparty partnerships sourcing), **Celtic FC** (targeted partnerships introductions), **Scottish Golf** (data analysis for multiple partnership sectors), and **Favela Cerveja** (partnerships in golf, music and football). **Favela Cerveja's** Founder & CEO **Charles Gay**, said, "we have been working with the team at Metr1c for several months and have been delighted with the results."

Metr1c is designed to meet the evolving demands of brands and rightsholders in entertainment industries seeking impactful strategy and meaningful revenue generative partnerships. Leveraging Pri0r1ty's AI tools and Halfspace's deep analytics and marketing operations, Metr1c helps brands and rightsholders identify the right partners, predict outcomes, optimise performance and drive quantifiable growth.

The operational team includes leading figures from a diverse portfolio of music, marketing, technology, sports and entertainment including **Chris Jammer**, founder of **Strawberries & Creem Festival**, which was acquired by **Sony Music**.

**James Sheehan, CEO of Pri0r1ty, commented:**

"We're entering a new era where brand partnerships can no longer rely on gut instinct or legacy relationships alone. Our new Metr1c agency uses data and AI to take the guesswork out of collaboration and also allows brands and rightsholders to create partnerships that are both creative and quantifiable. This, combined with an award-winning marketing team, gives us a strong proposition in the broader entertainment industries."

**For further information, please contact:**

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**About Pri0r1ty Intelligence Group PLC**

Pri0r1ty Intelligence Group (AIM: PR1) is a data, AI, and marketing services group. Our mission is to unlock engagement at scale for customer-centric organisations through a suite of tools that are uniquely trained on the client's data. We operate three revenue-generating divisions:

**Halfspace** - a multi award winning data-led marketing and growth solutions business focused on the sports sector, whose customers have included Premier League football clubs, motorsports teams, sports leagues, national governing bodies, sporting federations, digital media businesses, and direct-to-consumer platforms.

**Pri0r1ty** - an AI Software-as-a-Service (SaaS) platform which enables SMEs to streamline operations. Pri0r1ty also offers AI consultancy services.

**Metrlc** - a brand partnerships and growth solutions agency for the entertainment sector which uses AI and data to grow revenues and engagement with fans. Metrlc's customers have included The Brits and Sony, Celtic FC, Scottish Golf and Favela Cerveja.

If you would like to explore how PriOrlty can help drive time and cost efficiency for your business, please contact [plc@priOrlty.com](mailto:plc@priOrlty.com).

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