

This announcement contains inside information for the purposes of Article 7 of the UK version of Regulation (EU) No 596/2014 which is part of UK law by virtue of the European Union (Withdrawal) Act 2018, as amended ("MAR"). Upon the publication of this announcement via a Regulatory Information Service, this inside information is now considered to be in the public domain.

17 September 2025

itim Group plc

("itim" or "the Company" and together with its subsidiaries "the Group")

Board Changes

itim Group plc, a SaaS based technology company that enables store-based retailers to optimise their businesses to improve financial performance, announces the appointment of Christopher Hedley Brook-Carter as Non-Executive Director of the Board, with immediate effect.

Chris is a seasoned executive with over two decades of leadership experience across media, retail intelligence, and social impact organisations. His career has a strong focus on consumer-facing industries, digital transformation, and driving organisational growth. Chris brings a unique blend of commercial acumen, digital innovation, and social impact leadership to the executive team.

Previously, Chris has built a distinguished career across the media and retail sectors developing a niche expertise in social impact. As Managing Director and SVP of Retail Week and the World Retail Congress (2012-2020), he successfully transformed these legacy brands into digital-first platforms. Since 2020, as CEO of the Retail Trust, he has led the modernisation of a 193-year-old charity, championing the wellbeing of over 600,000 retail workers across the UK. Recognised for his advocacy of diversity and inclusion, Chris combines commercial insight, digital expertise, and purpose-driven leadership making him exceptionally well-qualified to serve on the board of itim.

Ali Athar, CEO of itim, said: "We are delighted to welcome Chris to our Board as a Non-Executive Director. Chris brings a wealth of experience in the retail industry, coupled with a strong track record in digital transformation and purpose-driven leadership. His insight and expertise will be invaluable as we continue to strengthen our strategy and deliver long-term value for our shareholders."

Additional information

The following information is being disclosed pursuant to Rule 17 and paragraph (g) of Schedule 2 of the AIM Rules for Companies.

Christopher Brook-Carter, aged 49, does not own any shares in the Company nor any rights to subscribe to any shares in the Company.

A list of Christopher's current directorships and partnerships together with those held within the last five years is set out below:

Current appointment	Appointments within previous 5 years:
Black British Initiative (trustee)	Retail Trust (trustee)

Save as set out above there are no further disclosures required pursuant to Rule 17 or Schedule Two, paragraph (g) of the AIM Rules for Companies.

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ABOUT ITIM

itim was established in 1993 by its founder, and current Chief Executive Officer, Ali Athar. itim was initially formed as a consulting business, helping retailers effect operational improvement. From 1999 the Company began to expand into the provision of proprietary software solutions and by 2004 the Company was focused exclusively on digital technology. itim has grown both organically and through a series of acquisitions of small, legacy retail software systems and associated applications which itim has redeveloped to create a fully integrated end to end Omni-channel platform.

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