

30 October 2025

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

**Post Financial Year-End Statement**

**Pri0r1ty Intelligence Group PLC**(AIM: PR1, OTC: PRIAF), the AI, data and marketing services group, is pleased to announce a trading update given the Company is now through its first full year end as a trading company on AIM ("FY 2025").

In the twelve months to 30 September 2025, the Group expects to report revenue of over £0.5 million as it continues its product roll out of operational and AI data solutions for SMEs. This reflects the gradual buildup of sales of the Company's core Pri0r1ty Advisor and related products which, as at year end, had been deployed with over 40 customers. As the Company transitions into FY26, approximately 20% of customers are now paying for Pri0r1ty Advisor and related products launched since admission to AIM.

Over the summer, the Company completed the successful acquisition and integration of Halfspace Limited ("Halfspace") into the Group's operations and launched Metr1c, a brand partnerships and growth solutions agency, both as operating companies within the enlarged Group. Significantly, the revenues from Halfspace accounted for some 80% of sales in FY25 and represent an important new pipeline for the core SaaS Pri0r1ty products moving forward. Metr1c, which harnesses data analytics, creativity and AI has successfully secured new customer contracts for FY26. Including the customers that Halfspace has also contracted, the enlarged business is on course to deliver significant growth in the current financial year. Furthermore, the Company's Pri0r1ty AI division, which features the Bitcoin functionality offered by Prib1t, goes into the new financial year with customers using each of its core products launched to date - Advisor, Fan Sonar, Advisor MCP and Vox.

The Company has strengthened its leadership team through a series of Board changes and new hires in the period, including the Halfspace senior management team, thereby ensuring the Company has the skillset and people in place to support the business going forward. Rory Maxwell was appointed Chief Executive Officer, bringing extensive commercial experience with top-tier international sports rights holders to drive new product and revenue operations, while Marcus Yeoman was appointed as Chairman of the Board, contributing over 25 years' experience in IT, capital markets and corporate governance across listed companies and SMEs.

The admission of the Company's shares to trading on the OTCQB Venture Market in the United States can provide a platform for growth in a key market, forming part of the wider strategy to develop an international footprint during 2026. The Directors are looking at ways to stimulate activity on that market and create greater awareness of the business.

The Company, in conjunction with its legal advisers, continues to consider its position regarding the sale by Primorus Investments PLC of its shareholding in the Company and will update investors as this progresses. Given the legal position, further comment is not possible at this stage.

**Rory Maxwell, CEO of Pri0r1ty, commented:**

*"The revenue we expect to report for FY25 reflects the Group's progress since admission to AIM and has importantly laid an encouraging foundation upon which to grow in FY26 based on the current and future customer contracts that we will build upon."*

*An accelerating product roadmap with customers active across the integrated product portfolio, combining SaaS operations with wider AI driven data and marketing solutions, is increasing the value-add output we deliver for our customers. As we move into FY26 the Group is on an exciting growth trajectory with new customers and products to drive the business forward on an international basis."*

**Please visit the following link to watch the Company's new CEO Rory Maxwell discussing this Trading Update: [https://www.youtube.com/watch?si=DhEggCKyze-63oth&v=Pxh8th1e9\\_U&feature=youtu.be](https://www.youtube.com/watch?si=DhEggCKyze-63oth&v=Pxh8th1e9_U&feature=youtu.be)**

**For further information, please contact:**

**Pri0r1ty Intelligence Group PLC**  
Rory Maxwell, Chief Executive Officer  
Email: [ir@pri0r1tv.com](mailto:ir@pri0r1tv.com)

Tel: +44 (0)20 8064 3554

**Nominated Adviser**

Beaumont Cornish Limited

James Biddle / Roland Cornish

Email: [james@b-cornish.co.uk](mailto:james@b-cornish.co.uk)

Tel: +44 (0)20 7628 3396

**Joint Broker**

Allenby Capital Limited

Kelly Gardiner / Jeremy Porter / Piers Shimwell

Tel: +44 (0)20 3328 5656

**Joint Broker**

Oak Securities

Hugh Rich / Mungo Sheehan

Tel: +44 (0) 20 3973 3678

**Investor Relations**

Vigo Consulting

Ben Simons / Amelia Thorn

Email: [PR1@vigoconsulting.com](mailto:PR1@vigoconsulting.com)

Tel: +44 (0)20 7390 0230

**About Pri0r1ty Intelligence Group PLC**

Pri0r1ty Intelligence Group (AIM: PR1, OTC: PRIAF) 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.

**Metr1c** - a brand partnerships and growth solutions agency for the entertainment sector which uses AI and data to grow revenues and engagement with fans. Metr1c's customers have included The Brits and Sony, Celtic FC, Scottish Golf and Favela Cerveja.

If you would like to explore how Pri0r1ty can help drive time and cost efficiency for your business, please contact [plc@pri0r1ty.com](mailto:plc@pri0r1ty.com).

**Website:** <https://www.pri0r1ty.com/>

**LinkedIn:** <https://www.linkedin.com/company/pri0r1ty-ai-plc/>

**X:** <https://x.com/WearePri0r1ty>

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 relation to the transaction and arrangements described in the announcement or any matter referred to in it.

**Important Notice:**

Pri0r1ty Intelligence Group PLC (the Company) will hold 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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