

23 January 2026

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

**Trading Update
&
Notice of Investor Webinar**

Strong start to FY26 as contracted revenue already surpasses FY25 total revenue

Pri0r1ty Intelligence Group PLC (AIM: PR1, OTC: PRIAF), the AI focused business delivering growth solutions to SMEs, announces an encouraging start to the current financial year (beginning 1 October 2025) ("FY26"), with contracted revenue of over £0.5 million - already exceeding total revenue for FY25.

This growth reflects the roll out of, *Advisor*, *Fan Sonar*, *Vox* and *Compass ID*. These proprietary AI products enable SMEs to acquire audience data, enrich the data for analytics, and embed the data into workflows via integrated enterprise consultancy solutions, to drive growth outputs.

The Company secured notable new contracts with clients including *World Aquatics*, *Untamd*, and *Love Mondays*, while increasing product utilisation with existing clients including *Aston Villa FC*, *Leukaemia Care*, *United Stand*, *The Racecourse Association*, and *Great British Racing* through which the Company's products are rolling out to encompass all 58 racecourses.

With over 100 current paying users across Pri0r1ty's platforms, the Company is targeting 500 paying platform users before the end of FY26, laying a foundation for future marketing across the UK SME sector.

The Company estimates that there are over 5 million UK SMEs investing in customer data solutions and is growing its SME customer base via a strategy focused on scaling proprietary SaaS products through dedicated sector verticals using the three integrated specialist operating companies:

- **Halfspace** is a multi-award winning data-led marketing and growth solutions business focused on the sports sector where thousands of UK SME businesses operate on revenues built around audience data.
- **Metr1c** is a brand partnerships and growth solutions business for the music, entertainment and lifestyle sectors which uses AI and data to grow revenues and engagement with fans enabling brands to grow their customer bases.
- **Pri0r1ty** is an AI SaaS platform which enables SMEs to optimise and maximise the use of their first party data to grow their businesses and improve operational efficiencies.

Rory Maxwell, CEO of Pri0r1ty, commented:

"At a little over three months into the financial year, we have already contracted revenue that exceeds the prior full financial year. This is an encouraging position from which to scale users on our platform deploying our AI products. The developing revenue pipeline is evidence that the diversified scope of the Company's model is working, combining AI products to scale data capture and enrichment for clients, alongside outcome-focused enterprise consultancy services to integrate data into operational workflows that deliver growth for clients. We have an exciting strategy to grow our market share across the SME sector, and we will continue to build momentum by scaling product capability and customer acquisition through our sector-specialist operating companies."

Investor Presentation & Website

Pri0r1ty's executive management will host a webcast to give the Company's updated investor presentation and discuss this Trading Update. The webcast will be conducted via the **Investor Meet Company platform on 5 February 2026 at 10 a.m. GMT**. A recording of the webcast along with the updated investor presentation will be made available on the Company's website later that day.

Investors can sign up to Investor Meet Company for free and add Pri0r1ty Intelligence Group in order to attend the webcast via: <https://www.investormeetcompany.com/pri0r1ty-intelligence-group-plc/register-investor>. Investors who already follow Pri0r1ty Intelligence Group on the Investor Meet Company platform will automatically be invited.

Questions can be submitted pre-event via the Investor Meet Company dashboard up until 9 a.m. GMT on 4 February 2026, or at any time during the live presentation. No material new financial or other information will be provided.

Additionally, the Company has refreshed its investor website, accessible via the same URL:
www.pri0r1ty.com

For further information, please contact:

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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 business 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.

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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