

System1 Group

30 January 2026

System1 Group PLC (AIM: SYS1)

Board Committee and Change of Role Update

System1 Group PLC (AIM: SYS1), announces a Board Committee and Change of role update, further to its announcement on 9 July 2025 that from 1 September 2025, John Kearon, formerly Founder & President would become a non-executive director of the company and Chair of QualCo, a new board committee to provide strategic guidance, challenge and oversight, with the aim of keeping System1 at the forefront of thought leadership and creative effectiveness.

While QualCo and John as Chair made significant contributions to the Company in a short space of time, the Board felt the original remit could potentially impinge on the responsibility of management for operational execution. Therefore, the Board has resolved to integrate QualCo and John's strategic oversight of thought leadership and creative effectiveness into the full Board, to ensure operational execution remains the responsibility of management. John's contributions will continue as a non-executive director of the Company.

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