

# 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.

### For further information, please contact:

#### System1 Group PLC

James Gregory, Chief Executive Officer  
Chris Willford, Chief Financial Officer

Tel: +44 (0)7467 990147

#### Canaccord Genuity Limited (Nominated Adviser & Broker)

Simon Bridges / Andrew Potts / Harry Rees

Tel: +44 (0)20 7523 8000

#### Singer Capital Markets (Joint Broker)

James Moat / James Fischer / Sara Hale

Tel: +44 (0) 20 7496 3000

This information is provided by RNS, the news service of the London Stock Exchange. RNS is approved by the Financial Conduct Authority to act as a Primary Information Provider in the United Kingdom. Terms and conditions relating to the use and distribution of this information may apply. For further information, please contact [ms@seg.com](mailto:ms@seg.com) or visit [www.ms.com](http://www.ms.com).

RNS may use your IP address to confirm compliance with the terms and conditions, to analyse how you engage with the information contained in this communication, and to share such analysis on an anonymised basis with others as part of our commercial services. For further information about how RNS and the London Stock Exchange use the personal data you provide us, please see our [Privacy Policy](#).

END

BOAWPUQCGUPQGPU