



10 February 2026

**Altitude Group plc**  
("Altitude" or the "Company")

**Appointment of Chief Commercial Officer at AIM Smarter**

Altitude Group plc (AIM: ALT), a technology and services provider specialising in end-to-end solutions for the branded merchandise and promotional products industry, announces that its wholly owned subsidiary, AIM Smarter, has appointed Christopher Young as Chief Commercial Officer, effective immediately.

The appointment signals a new phase of investment and innovation for AIM's community of more than 2,300 distributors generating over 2 billion in annual sales volume. Chris joins AIM at a defining moment: with the Company having recently launched AIM iQ™, a purpose-built, AI-enabled, tool for the promotional products community, and an accelerating technology roadmap to deliver even greater value to members and supplier partners.

Chris brings more than 25 years of commercial leadership across enterprise retail, technology, and print on demand with executive experience at OfficeMax, CVS, Michaels Arts & Crafts, and most recently as Executive Vice President of Enterprise Sales & Marketing at Sensaria, where he built strategic partnerships with the industry's largest customers.

His appointment reflects AIM's commitment to ensuring its leadership matches the ambition of its platform. As CCO, Chris will lead commercial strategy, member engagement, and enhancing partner success, with a focus on ensuring that AIM's growing suite of AI-enabled tools and technology services translate directly into competitive advantage for the Company's distributors, suppliers, and partners.

Alexander Brennan, Executive Chairman of Altitude Group plc, commented:

*"This is an investment in the future of our community. Chris's appointment brings best-in-class commercial leadership to AIM at the moment it matters most. The recent launch of AIM iQ™ proved what we've known for some time: our members are excited about the opportunity to leverage practical, purpose-built AI tools that make a real difference to their business every day. Chris's job is to ensure we deliver on that promise - and to build on it."*

*"AIM is the largest distributor community in the US promotional products industry. That's not just a number, it's a responsibility. We owe our members the best technology, the best partnerships, and the best leadership we can provide. With the appointment of Chris, supported by the global team, I'm confident we will deliver exactly that."*

*"The promotional products industry is evolving rapidly. AI adoption, changing buyer behaviour and expectations, and the shift toward integrated digital platforms are creating both enormous opportunity and real urgency. AIM's strategy is clear: invest in our members, invest in technology, and build the platform that makes this community the most competitive force in the market."*

**About AIM Smarter**

AIM Smarter is the largest organisation of experienced and qualified promotional product distributors in the United States, with member sales volume exceeding 2 billion annually. Through its suite of technology tools, creative services, supplier programmes, and networking events, AIM empowers independent distributors to compete at scale. AIM Smarter is a wholly owned subsidiary of Altitude Group plc (LON: ALT).

Learn more: [aimsmarter.com](http://aimsmarter.com)

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