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

**Launch of Vox AI Product
&
New Contract Win - The Property Buying Company**

Pri0r1ty Launches Next-Generation AI Voice Agent to Drive Scalable Customer Engagement

Pri0r1ty Intelligence Group PLC(AIM: PR1, OTC: PRIAF), the AI focused business delivering growth solutions to SMEs, is pleased to announce the launch of Vox, its AI-powered voice agent for inbound and outbound customer calls, alongside a new client contract with The Property Buying Company, to utilise Vox's AI software to improve customer service experiences.

Vox is an advanced AI-powered voice agent designed to handle both inbound and outbound customer interactions using cloud telephony infrastructure and low-latency voice technology. The system has been engineered to deliver human-like conversations at scale, enabling businesses to optimise sales lead generation funnels, improve customer service experiences, and reduce operational costs. Vox operates primarily in English, with seamless transitions across 27 additional languages, enabling businesses to expand their reach and serve international markets efficiently. Vox connects directly to existing business platforms, allowing access to live data, real-time updates to CRMs, and the automatic triggering of workflows, ensuring a fully integrated and efficient customer engagement process. This functionality is particularly useful for sports, music and cultural organisations to help streamline and optimise their ticketing workflows.

In conjunction with the product launch, the Company has secured a new client contract with The Property Buying Company, a leading UK cash buyer of property, to deploy two Vox licences to support outbound sales activity. Vox is expected to generate approximately 10,000 outbound sales calls within the first month of operation, demonstrating the product's ability to operate at scale while maintaining conversational quality. As the newest addition to the Company's core product suite, Vox reinforces Pri0r1ty's focus on supporting SMEs drive growth through scalable, data driven, and cost-efficient solutions.

Launch of Vox and Live Demonstration

Vox is being rolled out immediately to users. The Company will provide a live demonstration of Vox at the European Tour Destinations Annual Conference, a growing network of world-class golf venues spanning Europe, the Middle East, Asia and Africa.

Rory Maxwell, CEO of Pri0r1ty, commented:

"Vox is a powerful addition to our product suite, enabling our customers to gain actionable analytics on every call, helping them convert more opportunities and enhance customer experience. Its launch marks a significant milestone in Pri0r1ty's product roadmap and commercial strategy, and early adoption by The Property Buying Company confirms both the market appetite for AI voice solutions and the potential to expand our revenue base with a growing list of customers across high-volume call sectors."

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>

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