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Adsure Services PLC
11 June 2025

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("Adsure" or the "Company")

TIAA Insight

Adsure Services PLC ("Adsure" or the "Company"), a leading provider of audit and assurance services and the holding company for TIAA Limited (together, "**the Group**"), is delighted to provide the following update on 'TIAA Insight', Adsure Services' proprietary AI-powered internal audit and risk mitigation tool.

Kevin Limn, CEO of Adsure Services, commented:

"Through our ongoing investment in market leading technology, Adsure will be able to drive efficiencies within its core service lines and add greater value to our customers. We are committed to being the provider of choice to the UK public sector, and this evolution in our technological capabilities will strengthen our ability to achieve this ambition."

Background

Adsure's wholly owned trading subsidiary, TIAA Limited, in partnership with the University of Essex, was successful in an application for funding from Innovate UK, in the form of a Knowledge Transfer Partnership (KTP) grant approved in December 2023. The purpose of this grant was to support the development of evolutionary AI capabilities in the assessment and response to risks identified as part of internal activities.The pace of deployment of AI capabilities across Government Funded organisations is increasing, creating a greater expectation of service providers to innovate at the same pace.

Project status

The first year of the project has seen considerable progress in defining the need for artificial intelligence-enhanced processes, aligning TIAA Insight's capabilities to satisfy this need, and conducting data exploratory analyses to uncover opportunities where AI can add value. This has led to the development of an AI Large Language Model (LLM), which can successfully interrogate risks identified by a human internal auditor and apply a proposed course of action to mitigate this risk. Initially, a pipeline was developed to evaluate different models and establish a benchmark using TIAA's database. The best model has been trained using historic customer records within TIAA's databases. Through careful project design, TIAA Insight's hardware requirements were minimised while maintaining optimal performance.

A project evaluation panel has been established. It will now perform blind testing of sample data, comparing human recommendations with those generated by TIAA Insight by a human internal auditor. Confidence levels above a 95% threshold have been set to determine the model's success in outperforming human outcomes.

Following testing, Adsure Services plans to deploy TIAA Insight to augment internal risk assessment and mitigation processes before considering launching a licensed software product for the wider industry.

Research

A key component of the KTP grant is the publication of two research papers, detailing the academic application of the science of AI within the internal audit and risk assurance industry. It is expected that the first publication associated with TIAA's KTP will be published in the second half of 2025.

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For more information and the chance to have your questions directly answered by the management team, please head to our interactive investor hub via: https://investors.adsureservicesplc.co.uk/link/0y5Bze. Here you will find all company news and additional content to further explain Adsure's strategy and investment case.

Engage with the Adsure Services management team directly by asking questions, watching video summaries and seeing what other shareholders have to say. Navigate to our Interactive investorhub here:

https://investors.adsureservicesplc.co.uk/link/0y5Bze.

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About Adsure Services

Adsure Services PLC is a leading audit and assurance services provider, dedicated to delivering high-quality financial review and compliance solutions. Through investment in innovative technology and AI-driven solutions, the Company is focused on enhancing efficiency and accuracy in the audit sector.

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