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IntelliAM AI plc
("IntelliAM" or the "Company")

IntelliAM Wins Multi-Site AI Expansion with Hovis - Ninefold Increase on Initial Contract

IntelliAM AI plc (AQSE: INT), the software company transforming productivity in the manufacturing industry through artificial intelligence and machine learning, is delighted to announce a major expansion of its commercial partnership with Hovis Limited.

As announced on 16 September 2024, IntelliAM secured an initial contract with Hovis to deliver reliability consultancy services across three key sites, underpinned by the IntelliAM AI platform. The project successfully delivered gap analyses, criticality assessments, and tailored maintenance strategies that enabled targeted, data-driven improvements to production reliability.

Following these proven results, Hovis has now awarded IntelliAM a substantially expanded contract which represents a ninefold increase on the original agreement.

The expanded engagement will see:

- Full deployment of the IntelliAM AI platform across multiple manufacturing sites
- Integration of IntelliAM smart sensor interfaces across production lines
- Ongoing consultancy services to drive measurable gains in reliability, productivity, and asset availability.

The anticipated productivity improvements are expected to deliver full return on investment within the first year, accelerating Hovis' journey towards AI-powered, proactive manufacturing excellence.

Chris Bradley, Chief Operations Officer of Hovis Limited, said:

"We are pleased to be making this next step investment in IntelliAM's services and AI platform, following a detailed analysis of the outcomes from our initial engagement."

Tom Clayton, Chief Executive Officer of IntelliAM AI plc, commented:

"This expanded contract represents a significant milestone for IntelliAM, validating the commercial value of our AI-driven solutions. We are proud to be deepening our relationship with Hovis and to be helping them lead the way in transforming UK manufacturing productivity."

Chris Lawton, Head of Engineering at Hovis, said:

"This is a game-changing shift for our business. It not only boosts reliability and cuts downtime but also empowers our engineers, reduces pressure on the shop floor, and ensures our customers can continue to rely on us every day."

About Hovis

Hovis® Limited is a baking business owned by Endless LLP. Hovis is based in High Wycombe and employs 2,800 people in eight bakeries, one flourmill and three distribution centres across the UK. Hovis is proud to be part of a baking heritage that goes back more than 130 years, now delivering more than a million of its much-loved loaves every day throughout the UK and Ireland. Not just Hovis® loaves, Hovis also bakes Mother's Pride®, Ormo® and other bakery products too. Hovis prides itself on the taste and quality of all its bakery products, but then they all do have Hovis® tradition baked into them.

About IntelliAM AI plc

IntelliAM AI plc is a software company leveraging artificial intelligence and machine learning to deliver measurable productivity improvements in manufacturing and engineering. The IntelliAM platform collects and analyses vast machine and operational data to provide actionable insights that enhance reliability, supply-chain efficiency, energy use, and sustainability.

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