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Adsure Services PLC
20 May 2026

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Adsure Services PLC

("Adsure" or the "Company")

Transformational Strategic Update

Adsure Services PLC ("Adsure" or the "Company"), a leading provider of advisory and assurance services and the holding company for TIAA Limited (together, "**the Group**"), is delighted to provide the following update on the Group's expansion plans beyond its existing subsidiary, TIAA Limited, to build a diversified portfolio of specialist professional services businesses across the UK, powered by the Group's proprietary AI technology.

A Clear Vision for Growth

Adsure's Board has formally agreed on a strategic vision to transform the Group into a leading cluster of specialist professional services companies, united by a commitment to independence, transparency, and ethical value creation.

Selective acquisitions to complement organic growth

Adsure's acquisition strategy is designed to accelerate diversification without compromising the integrity of the TIAA brand. The Group will pursue selective acquisitions of like-minded, specialist professional services firms that share Adsure's commitment to independence, ethical conduct, and client excellence. Organic growth through TIAA's continuous innovation and service development will run in parallel.

The group structure is designed to promote operational efficiency and support strategic expansion, with the aim of maximising synergistic value creation from both existing and prospective subsidiaries.

The Group will seek the acquisition or formation of subsidiary companies whose operations may include, but are not limited to, internal audit, management consultancy, digital consultancy and investigatory and security services.

Proprietary AI technology

The Group's AI technology, TIAA Insight, was developed in partnership with the University of Essex following a successful Innovate UK Knowledge Transfer Partnership funding application.

Further to the announcement on 28 April 2026, and subsequent to extensive testing of TIAA Insight, including real-world scenario testing, AI model training, and client satisfaction assessments, Adsure Services is dedicated to ensuring the full rollout of this proprietary intellectual property within its current trading subsidiary, TIAA.

In addition, management believes the proprietary AI technology developed during the TIAA Insight project has the potential to create value beyond our existing operating subsidiary. The initial phase in capturing this opportunity will be to explore creating a dedicated AI services subsidiary to leverage the technology across the Group and power the acquisition strategy.

B Corp certification

The Group's transformation is built on the robust foundations of TIAA Limited, a B Corp-certified business with over 30 years of providing trusted advice and assurance services to the UK public sector, operating across housing, health, education, and local government. TIAA's established reputation and certification underpin the entire Group's governance framework.

As part of the strategic evolution, Adsure intends to extend B Corp certification to the group level, reinforcing its credentials as a purpose-driven organisation and ensuring all current and future subsidiaries adhere to rigorous standards of social, environmental, and governance performance.

Kevin Limn, CEO of Adsure Services, commented:

"Today marks an exciting new chapter for Adsure Services. Building on more than three decades of trusted assurance work at TIAA and the breakthrough of our proprietary AI technology, TIAA Insight, we are setting out a

clear and ambitious path to become one of the UK's leading clusters of specialist, purpose-driven professional services businesses.

Our focus now is on finding the right businesses to join us on our journey. We are looking for specialist firms run by people who care deeply about their clients, and who share the values that have earned TIAA its B Corp status.

We look forward to sharing further updates as we build the Adsure Services Group."

-Ends-

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/exo03y. 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 investor hub here: https://investors.adsureservicesplc.co.uk/link/exo03y.

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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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