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IntelliAM AI plc

("IntelliAM" or the "Group")

IntelliAM AI appoints Chief Revenue Officer to accelerate expansion in North America

IntelliAM AI (AQSE: INT), a leading provider of AI-driven software solutions for the manufacturing and engineering sectors, has appointed a highly accomplished asset management executive, Joel Crawford, as Chief Revenue Officer.

Crawford will join on 1 June 2026 and be based in Knoxville, Tennessee, where he will lead IntelliAM's global revenue strategy with an immediate focus on strengthening its US market penetration.

He brings more than 17 years of experience in asset management, with a strong track record of scaling businesses. This includes building a new services arm at Allied Reliability Group, revitalising a long-established consulting firm, and leading US market expansion for I-Care Reliability, a global wireless predictive maintenance provider.

His appointment coincides with a period of growing momentum for IntelliAM in the US, marked by the successful rollout to its first US customer, Baxters, across multiple sites last year.

By adopting IntelliAM's operational AI platform, Baxters' sites improved productivity, strengthened asset reliability and enabled a more proactive maintenance strategy

Tom Clayton, CEO of IntelliAM, said: "We are delighted to welcome Joel to IntelliAM. His track record speaks for itself, and as we continue to expand in the US and internationally, his expertise will be instrumental in shaping our market strategy and unlocking further growth.

"We see a significant opportunity to drive improved productivity and asset reliability for industrial customers in the US through the application of AI, and with this foundation in place, we are well positioned to lead that digital transformation."

Joel Crawford, Chief Revenue Officer, added: "IntelliAM stood out to me immediately. The company already has a strong reputation in the US through its established 53 Degrees North brand, a proven operational intelligence platform that aligns strongly with the direction of modern manufacturing."

Crawford will focus on embedding scalable sales processes, strengthening the go-to-market strategy and leading the US expansion, where many of IntelliAM's existing customer base is headquartered. Long term, he will also oversee the development of a wider North American team.

"It's an exciting opportunity to build something really significant and establish IntelliAM as a major player in the US."

"Many organisations have invested heavily in data collection but are not maximising its value, while the skills crisis across North America is forcing them to rethink how they operate. Technology is now critical, and IntelliAM enables manufacturers to turn fragmented operational data into faster, more effective production decisions."

The appointment reflects IntelliAM's strategy to scale globally and meet growing demand across a mix of manufacturing sectors, including food and beverage, pharmaceuticals, energy and life sciences.

IntelliAM works with many of the world's largest manufacturers, including half of the global top 12 food and drink producers, using AI and machine learning to transform manufacturing data into operational insight and measurable performance improvement. With customers including ADM, Mars, PepsiCo, Muller, Weetabix and Hovis, the company is well positioned to support organisations navigating digital transformation and AI adoption.

IntelliAM was founded in 2023 and is underpinned by the technical expertise of 53 Degrees North - an asset care company established over a decade ago, which functions as IntelliAM's engineering consultancy division.

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Notes to Editors

About IntelliAM

IntelliAM - which stands for intelligent asset management - is an innovative international tech company with headquarters in the UK that specialises in AI and machine learning for the manufacturing industry.

Many of the world's biggest manufacturers, including half of the world's top 12 food and drinks producers, use IntelliAM's machine learning and AI solution to tap into billions of manufacturing data points to boost productivity and reduce operating costs.

IntelliAM was founded in 2023 and is underpinned by the strong technical foundations and manufacturing expertise of 53 Degrees North (53N) - an asset care company established over a decade ago, which provides the

deep engineering and reliability expertise underpinning IntelliAM's technology platform.

IntelliAM is powering a new industrial revolution - unlocking greater productivity, quality, performance, efficiency, and safety, while also reducing waste and increasing throughput in the UK's manufacturing sector.

https://intelliam.ai/

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