RNS Number : 1858R
Pathos Communications PLC
02 February 2026

This announcement contains inside information for the purposes of Article 7 of EU Regulation 596/2014, which forms part of United Kingdom domestic law by virtue of the European Union (Withdrawal) Act 2018, as amended. Upon the publication of this announcement, such inside information is now considered to be in the public domain.

2 February 2026

Pathos Communications plc

("**Pathos Communications**", "**Pathos**" or the "**Company**")

Trading Update - Strong end to FY25 and start of FY26

Investor Presentation via Investor Meet Company

Pathos Communications, the multiple award-winning technology-enabled, human-led PR company, is pleased to announce its trading update for the financial year ended 31 December 2025 ("**FY25**").

The Company had a positive finish to the year and expects to report FY25 ahead of market expectations* with revenue of US$13.2 million (FY24: US$11.4 million) and adjusted EBITDA** of US$2.9 million (FY24: $1.9 million).

This financial performance was underpinned by strong volumes and the continuing evolution of the Company's product mix that includes an increased focus on securing articles in higher quality publications.

Net cash at 31 December 2025 was US$6.2 million following completion of the successful fundraise and admission to AIM in December 2025. Strong cash collections have continued since the implementation of enhanced processes and controls in the first half of FY25, with the amount of revenue invoiced in the second half of the year that has now been received or is not yet due totaling 94%. The very close relationship between revenue and cash collections is now embedded into the business model.

The Company is also pleased to report that trading in the new financial year has started well, driven by the Client Success team and proprietary AI-driven improvements to business development and service delivery. Progress on PathosMind and Pressella, the Company's proprietary AI tools, has continued, and as planned the Company will utilise some of the funds raised at the IPO to move these towards general availability.

Pathos is also currently in the process of onboarding multiple strategic partners, who are expected to significantly add to the already substantial internal business development capabilities through 2026 and beyond.

The Company expects to announce its inaugural audited results for the year ended 31 December 2025 in May 2026. The figures in this announcement remain subject to audit.

Omar Hamdi, CEO of Pathos Communications, commented: *"We are pleased to report an excellent start to our life as a publicly listed company, with our strong financial performance in 2025 speaking for itself. Our listing has already provided us with access to a number of potential new partnerships and growth opportunities which we plan to embed during the coming months. I am excited and optimistic about the prospects of the Company in 2026 and beyond as we expand our reach and develop our technology on the journey to democratising PR for the world's 400 million SMEs. Our team is extremely driven and know exactly what they have to do to see this come to fruition."*

Investor Presentation via Investor Meet Company

Pathos Communications will be providing a live presentation via Investor Meet Company on 4 February 2026, at 15:00 GMT.

The presentation is open to all existing and potential shareholders. Questions can be submitted pre-event via your Investor Meet Company dashboard up until 3 February 2026, 09:00 GMT, or at any time during the live presentation.

The presentation will be available to watch via: https://www.investormeetcompany.com/pathos-communications-plc/register-investor

Notes:

** Market expectations for FY25: Revenue of $12.5 million and Adjusted EBITDA of $2.7 million.*

*** Adjusted for normalisation of director fees prior to IPO and one-off non-recurring items.*

For additional information, please contact:

Pathos Communications plc info@pathoscommunicationsplc.com

Omar Hamdi - CEO
Adam Hurst - CFO

Strand Hanson Limited (Nominated & Financial Adviser) +44 (0)20 7409 3494

James Harris
Rob Patrick
Edward Foulkes

Cavendish Capital Markets Limited (Broker) +44 (0)20 7908 6000

Stephen Keys / George Lawson / Elysia Bough - Corporate Finance
Michael Johnson / Sunila de Silva - Sales and ECM

BlytheRay (Financial PR) +44 (0)20 7138 3204
pathos@blytheray.com

Tim Blythe
Megan Ray
Said Izagaren

About Pathos

Pathos Communications is a technology-enabled, human-led PR company that was established to democratise SMEs' access to established news publications to increase their PR exposure capabilities. The Company operates a differentiated approach to the traditional PR model of long-term subscription fees, by offering a "pay-on-results" model, thereby providing an opportunity for the over 400 million SMEs globally, which typically have lower PR budgets.

Pathos collaborates with its clients, comprising SMEs and micro-SMEs, to create and distribute articles across a variety of platforms including established news outlets, digital media and podcast channels. This is supported by Pathos's proprietary AI-driven MVP (Minimum Viable Product) stage technologies, PathosMind and Pressella, which are used to generate ideas, undertake market research and create news articles with limited human input required to generate highly efficient outputs.

Pathos is a multiple award-winning growth company. It was recognised in the Financial Times 1000 as the fastest growing advertising and marketing firm in the UK and the 33rd fastest growing company in Europe in 2025. Pathos was also named by Deloitte as one of the UK's 50 fastest-growing tech companies in 2025. Additionally, Pathos was named in the UBS UK Fast Growth Index (2024) as the fastest growing professional services firm in the UK.

This information is provided by RNS, the news service of the London Stock Exchange. RNS is approved by the Financial Conduct Authority to act as a Primary Information Provider in the United Kingdom. Terms and conditions relating to the use and distribution of this information may apply. For further information, please contact rns@lseg.com or visit www.rns.com.

RNS may use your IP address to confirm compliance with the terms and conditions, to analyse how you engage with the information contained in this communication, and to share such analysis on an anonymised basis with others as part of our commercial services. For further information about how RNS and the London Stock Exchange use the personal data you provide us, please see our Privacy Policy.

END

TSTVBLFXQFLBBBZ