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Pathos Communications PLC
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Pathos Communications plc

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

Strategic partnership with world's largest M&A marketplace giving access to its 1.6m users

Pathos Communications plc, the multiple award-winning technology-enabled, human-led PR company, is pleased to announce that it has entered into a strategic partnership with Flippa.com Pty LTD ("Flippa"), the world's largest marketplace for buying and selling online businesses.

Flippa has more than 1.6 million registered members and over 400,000 weekly active buyers. This partnership will allow its users - whether buyers or sellers of businesses - to access Pathos Communications' PR services to assist in the M&A process, both before and after a transaction. Pathos Communications' services are now being promoted through a partner link on the Flippa homepage, and Flippa intends to integrate the Company's offering into its customer journey.

Pathos is joined in the invitation-only Flippa partner programme by other service providers such as Mercury (the US neobank with about US$20 billion in deposits) and SeedLegals (the SaaS platform that automates equity workflows for over 60,000 companies).

Pathos believes that the high-quality, verifiable third-party coverage and clear founder narratives it creates can be material to stakeholder trust - particularly when businesses are conducting due diligence, capital-markets processes or liquidity events. The Company looks forward to expanding its access via Flippa to founder-led businesses at the moment they are most focused on maximising outcomes.

Commenting on the partnership, Omar Hamdi, Founder and CEO of Pathos, said:

"*Flippa is the global leader in M&A at scale. Founders need PR to help increase valuation when preparing for a sale and acquirers need PR to maximise growth after a transaction. Partnering with Flippa will provide enhanced visibility for Pathos, and the free article offered to members will allow users to experience first-hand the high-quality service that we deliver, with a view to turning them into repeat customers.*"

Blake Hutchison, CEO of Flippa added:

"*Flippa's mission is 'M&A for the 99%'; Pathos' mission is 'PR for the 99%' so it is a natural fit. Our motivation is to share the very best service providers with our 1.6 million users, and ensure they are better placed to buy, sell or grow and we believe Pathos can help. Our relationship with the Pathos management team goes back almost two years and we have been impressed with what we have seen so far. We can't wait for our customers to benefit.*"

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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.

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