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Pathos Communications plc

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

AI Development Update and Appointment of Chief Technology Officer

Pathos Communications plc (AIM: NEWS), the leading PR technology business, is pleased to announce an update on the Company's proprietary AI platform development, alongside the appointment of Scott Feltham as Chief Technology Officer ("CTO").

Highlights:

- Initial testing of Pressella (Pathos's AI 'virtual publicist') indicates that it has at least approximately 5x the success rate of human colleagues in sales development activities
- Mr Feltham, who will be driving the technology towards general availability in the next 6-12 months, has over 20 years' experience as a technology operator, leading and delivering projects for HM Revenue and Customs, as well as AI projects backed by Microsoft, SoftBank, and other industry leaders
- Fully embedded in Pathos's in-office daily operations, Mr Feltham will lead the scaling and advancement of its proprietary AI-technology capabilities
- Dedicated development team established to progress Pressella and PathosMind towards general availability

Omar Hamdi, Founder and Chief Executive Officer of Pathos Communications plc, commented: "*The early results we are seeing from Pressella are extremely encouraging. While these are initial tests, they reinforce our belief that our proprietary AI tools can significantly enhance how we scale revenue and provide a greater service for clients. Scott's appointment further strengthens Pathos as a technology leader and will help to accelerate the Company's growth. He is a highly experienced technology operator with a proven ability to build and scale robust, enterprise-grade systems. His global experience across complex technology platforms, SaaS, and regulated industries makes him well-suited to support Pathos's next phase of growth. Scott's close integration with the team will enable him to rapidly integrate into our operations and work shoulder to shoulder alongside our teams daily.*"

Commenting on his appointment, Scott Feltham, Chief Technology Officer of Pathos Communications plc, said: "*Pathos has built a compelling platform at the intersection of media, technology, and AI. I am excited to join the Company at this important stage of its growth and to lead the continued development of scalable, resilient systems that support its global client base. The work underway to bring PathosMind and Pressella to general availability provides significant opportunities to further enhance the Company's AI capabilities.*"

AI Performance Update and Development

Initial internal testing of the Company's AI 'virtual publicist', Pressella, indicates that it has achieved approximately five times the success rate of human colleagues in sales development activities, meaning that Pressella booked five times as many sales meetings as human colleagues, using similar marketing resources and data sets during the first three weeks of April. Pathos ran a further, more tightly controlled test across three days, with results showing the efficacy of Pressella's booking rate to be approximately seven times that of its human colleagues. The Company notes that these results are preliminary and based on early-stage internal testing, with further development and validation work required to ensure consistent performance at scale. Pathos emphasises that its strategic use of AI is focused on scaling the business efficiently, enhancing revenue generation, and providing a greater service for clients, rather than solely on cost reduction.

The Company also notes that a dedicated development team has commenced work to progress its proprietary AI systems, PathosMind and Pressella, towards general availability. The team combines experience from top-tier professional services firms and leading global institutions including KPMG, Deloitte, EY, and U.S. Bancorp, one of the largest financial institutions in the United States. The appointment of this team is intended to support the continued development and scaling of Pathos's in-house AI-technologies.

Appointment of CTO

Mr Feltham brings over 20 years' experience building and leading engineering organisations across SaaS, enterprise platforms, and regulated industries. He has a strong track record of taking ownership of complex technology platforms and aligning technical delivery closely with business operations and commercial outcomes.

His experience includes leading and delivering projects backed by global technology and investment leaders including Microsoft and SoftBank. He has also previously led technology initiatives for HM Revenue and Customs, operating within highly regulated, mission-critical environments.

Mr Feltham will be closely embedded within Pathos's operations, enabling him to accelerate the integration and scaling of the Company's technology platforms. At Pathos, Mr Feltham will be responsible for leading the Company's technology strategy and execution, with a particular focus on scaling its proprietary AI-technology capabilities to create new revenue opportunities.

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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 fuel their business growth. 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 media placements across a variety of platforms including established news outlets, digital media, TV networks and podcast channels. This is supported by Pathos's proprietary AI-driven technologies, PathosMind and Pressella, which are used to connect with clients, 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, and the 25th fastest growing company, in Europe in 2026. 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.

The Company was recently nominated for IPO of the Year in the Small Cap Awards 2026.

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