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Pathos Communications plc

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

Pathos Communications Secures Largest Ever Contract, Further Underpinning Expectations for FY2026 Performance

Pathos Communications plc (AIM: NEWS), the leading PR technology business, is pleased to announce that it has secured its largest contract in its history with a longstanding client, a major non-profit consulting firm.

Highlights

- US$0.7 million 12-month contract secured with existing client, the largest in Pathos' history
- Contract expected to generate over US$0.5 million EBITDA across FY2026 and FY2027
- Pathos client since 2023, highlighting continued rise in repeat business

The engagement comprises a suite of Pathos's premium multi-channel offerings, including television placements on leading US national business TV networks, podcasts, written articles and book publishing services. This demonstrates the Company's expanding product mix and reach, with these higher-value channels being increasingly key drivers of revenue diversification, deeper client engagement and margin progression.

As a client since 2023, increasing the lifetime value to nearly US$1.0 million, this contract also highlights the Company's ability to build long-term, high-value relationships with its customers. Pathos's business model is increasingly characterised by repeat and expanding client engagements, with repeat customers accounting for over 30% of FY25 revenue and continuing to grow.

The revenue visibility from this contract also further underpins management confidence in achieving market expectations for FY2026.

Omar Hamdi, Founder and Chief Executive Officer of Pathos Communications, commented: "*We are delighted to have secured our largest contract to date with a valued long-term client. This agreement reflects the strength of our relationships and the confidence our clients have in our ability to deliver tangible outcomes across multiple media channels.*

"*What is particularly exciting is the journey behind this contract. This client first engaged with us in 2023, paused activity for approximately a year, and returned last year, before now returning once again with a significantly larger mandate. That speaks not only to the results we deliver, but to the increasing value clients see in expanding their engagement with Pathos over time. Management believes there may be multiple similar opportunities emerging across the existing client base.*

"*While our mission remains to democratise PR for the 400 million SMEs globally, this contract demonstrates that, as our platform scales, some of those relationships can evolve into substantial, multi-channel partnerships. We believe this is a strong indicator of the improving quality, visibility and long-term potential of our revenue base.*

"*We remain focused and disciplined, and this win gives us increasing confidence in the strength of the business as we progress through FY2026 and beyond.*"

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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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