RNS Number : 4914P
Pathos Communications PLC
06 August 2026

6 August 2026

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

Record trading month in July 2026

On 27 July 2026, Pathos Communications plc (AIM: NEWS), the leading PR technology business, announced a trading update for the half year ended 30 June 2026, which highlighted a period of strong delivery, with revenue, profits and cash receipts all increasing as the Company benefited from the investment of the proceeds of its successful IPO.

The Company is pleased to report that trading since then has continued to strengthen, with the Company delivering a record monthly revenue of over US$1.8m in July 2026 (unaudited). The growth has been driven by the enhanced Sales Team achieving new client sign-up rates that are 30% higher since its inception. This momentum further underpins management's confidence in at least meeting market expectations* for the current financial year.

Omar Hamdi, Founder and Chief Executive of Pathos, commented: *"We are delighted with the continued momentum in the business as the investments we have made start to deliver. We continue to be focussed and disciplined in growing the business; we note the recent decline in share price and based on company trading and prospects know of no reason for it.*

We look forward to further updating the market at our interim results in September."

Notes:
** - Market expectations for FY2026: Revenue of US$14.0 million and Adjusted EBITDA of US$4.0 million.*

For additional information, please contact:

Pathos Communications plc info@pathoscommunicationsplc.com

Omar Hamdi - CEO
Adam Hurst - CFO
Mark James - Investor relations mark@investor-reach.com

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

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 the 25th fastest growing tech company in the EMEA region, and the UK's 6th 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

MSCSSIEEIEMSELA