RNS Number : 2575Y
Pathos Communications PLC
12 October 2026

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Pathos Communications plc

("Pathos" or the "Company")

Sponsorship of World Media Congress 2026

Pathos Communications plc, the leading PR technology business, is pleased to announce that the Company will be sponsoring the World Media Congress in Madrid, between 13 and 15 October. The Company will be sponsoring the event's board and VIP lunch, and presenting to attendees.

The World Media Congress is organised by FIPP (formerly known as the International Federation of Periodical Publishers), which is part of WAN-IFRA (the World Association of Newspapers and News Publishers).

Omar Hamdi, Founder and CEO of Pathos, said:

"Our publisher relationships - where leading news sources trust our team and technology as a source of high quality editorial content and an important revenue source - are key to our business, and form one of our most durable moats.

"The World Media Congress will be attended by senior decision makers from top tier news publishers with whom we already have a relationship, as well as many with whom we don't.

"We look forward to exploring ways to further strengthen and expand our offerings for our c. 9000 clients, and fuel accelerated growth in the business."

Alastair Lewis, Executive Director, FIPP/Consumer & Special Interest Media, WAN-IFRA, added:

"For over 100 years - since 1925 - FIPP has been a global network connecting publishers, creators, platforms and innovators who shape the future of magazines, consumer media and special-interest publishing. We provide the insights, connections and opportunities our members need to thrive.

"Part of our role is to connect our members and delegates with cutting edge partners and service providers, and we look forward to working with Pathos at World Media Congress 2026."

For additional information, please contact:

Pathos Communications plc

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.

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