CELEBRUS TECHNOLOGIES PLC

Final Results

Year ended 31 March 2026

Bill Bruno
Chief Executive Officer

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14 July 2026

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Agenda

Operational Highlights

CUSTOMER RETENTION & GROWTH

- Net Revenue Retention of 96.7%; strong platform stickiness and Customer Success execution
- ARR additions of $2.3m; overall net growth of $1.4m on opening ARR of $13.6m (+10.3%)
- Customer Success established as dedicated standalone function with full ownership of renewals and upsells

GO-TO-MARKET RESTRUCTURING

- Commercial model restructured into three distinct functions: Marketing (business development and pipeline), Sales (new logos only), Customer Success (post-signature)
- Sales Plays developed around three core prospect pain points for more consistent enterprise conversion
- FY27 commenced with strengthened pipeline and increased new lead flow — early validation of revised structure

PLATFORM & TECHNOLOGY

- New AI Data Model; any employee can interrogate Celebrus data through third-party AI assistants, no specialist knowledge needed
- Real-time funnel-abandonment prediction launched, enabling active intervention during live customer sessions
- v10 platform family fully transitioned to Celebrus Cloud, completing multi-year re-platforming programme

Key New Wins

FY26 was a challenging year with some good new wins. FY27 has started well.

FY26

NEW LOGOS

- European bank
- UK Financial services group
- US Fintech
- UK insurance group

UPSELLS

- US Bank
- US Healthcare
- UK Retailer
- Middle East Mobile Telecoms

FY27 (to date)

Q1 NEW LOGOS & UPSELLS

- New logo — US Leisure group
- New logo — EMEA Lottery website
- Upsell — US healthcare group
- POC — US streaming service
- POC — EMEA Insurance fraud

Pipeline

NEW LOGOS

- US Online share trading platform
- US Healthcare
- UK Retail — Marketing
- UK Retail — Fraud

Our Customers

Proof that the platform delivers

96.7%

Net Revenue Retention

Strong renewal signal

$15.0m

ARR (FY26)

+10.3% growth

The two exceptions; context matters

Two banking customers reduced footprint due to their own divestitures — not dissatisfaction with Celebrus.

$0.6m ARR impact — partially offset by CS-led upsells in remaining entities.

Customer Success: a standalone function

Deliberate FY26 investment — paying dividends

- Full ownership of renewals and upsells across the installed base
- Covers some of the world's largest banks, insurers and retailers
- Executed with rigour and care — retention is a genuine competitive strength

> Retaining and growing within an existing base of Tier 1 global institutions is a platform-quality proof point; and a foundation for FY27 expansion.

Go To Market Approach: Refreshed

Structural response to FY26 performance

GTM STRUCTURE

MARKETING — Owns the pipeline engine

BDR layer, qualification & lead gen — clear accountability for funnel quality and volume

SALES — New logos only

Dedicated focus and incentive structure; more experienced hires

CUSTOMER SUCCESS — Full post-signature ownership

Renewals, upsells and expansion — mandate to grow within the base

SALES PLAYS

1 Audience Accelerator

Identity & profile services — building customer profiles from anonymous to known

2 Insight Recovery

Analytics & insight — helping organisations make better decisions and build consumer relationships

3 Real-Time Automation

Streamlined integrations with Pega, Salesforce, Databricks, Snowflake, Braze and others

Platform Innovation

Laying the foundations for an AI-led era

V10 PLATFORM

Server-Side Consent

Unifies marketing & fraud detection — single deployment, no workarounds

Real-Time Abandonment Prediction

Flags mid-session drop-out risk while there is still time to intervene

AI Semantic Configuration

Removes onboarding bottleneck — customers expand at their own pace

AI DATA LAYER

AI Data Model & MCP Server — Celebrus as the data layer AI runs on

Any authorised user, marketer, fraud analyst, digital team, can interrogate Celebrus data through their own AI assistant. No specialist needed.

Celebrus AI

Conversational analytics on live, identity-resolved, compliant data

Launched June 2026

Ask anything, in plain English

Any business user, marketer, analyst, fraud team, gets trusted answers from live first-party behavioral data. No SQL, no dashboard queue.

Complete, identity-resolved data

100% of behavioral activity captured — anonymous, pre-login and authenticated. The full audience, not just the authenticated slice.

Data never leaves your boundary

Runs inside the customer's own VPC via the Celebrus MCP Server. Fully auditable, schema-validated, GDPR/HIPAA/CCPA compliant.

WORKS WITH THE AI CLIENTS YOU ALREADY USE

- Anthropic Claude
- Microsoft Copilot
- OpenAI ChatGPT

WHY THIS IS DIFFERENT

26 years

of deliberate data architecture — built for this before AI made it matter

Milliseconds

latency from behavioral event to enriched identity profile

Single model

consistent numbers across Celebrus AI, Digital Analytics and Metabase

LLM-agnostic

no lock-in — upgrade AI providers without changing your data layer

"Brands can now get a trusted answer from their own data, in the tools they already use, without waiting and without compromise."

— Bill Bruno, CEO

Financial Highlights

$15.0m
Celebrus ARR
+10.3% YoY

$20.3m
Software Revenue
(excl. 3rd party)

95.3%
Software revenues: Gross Margin
(FY25: 95.6%)

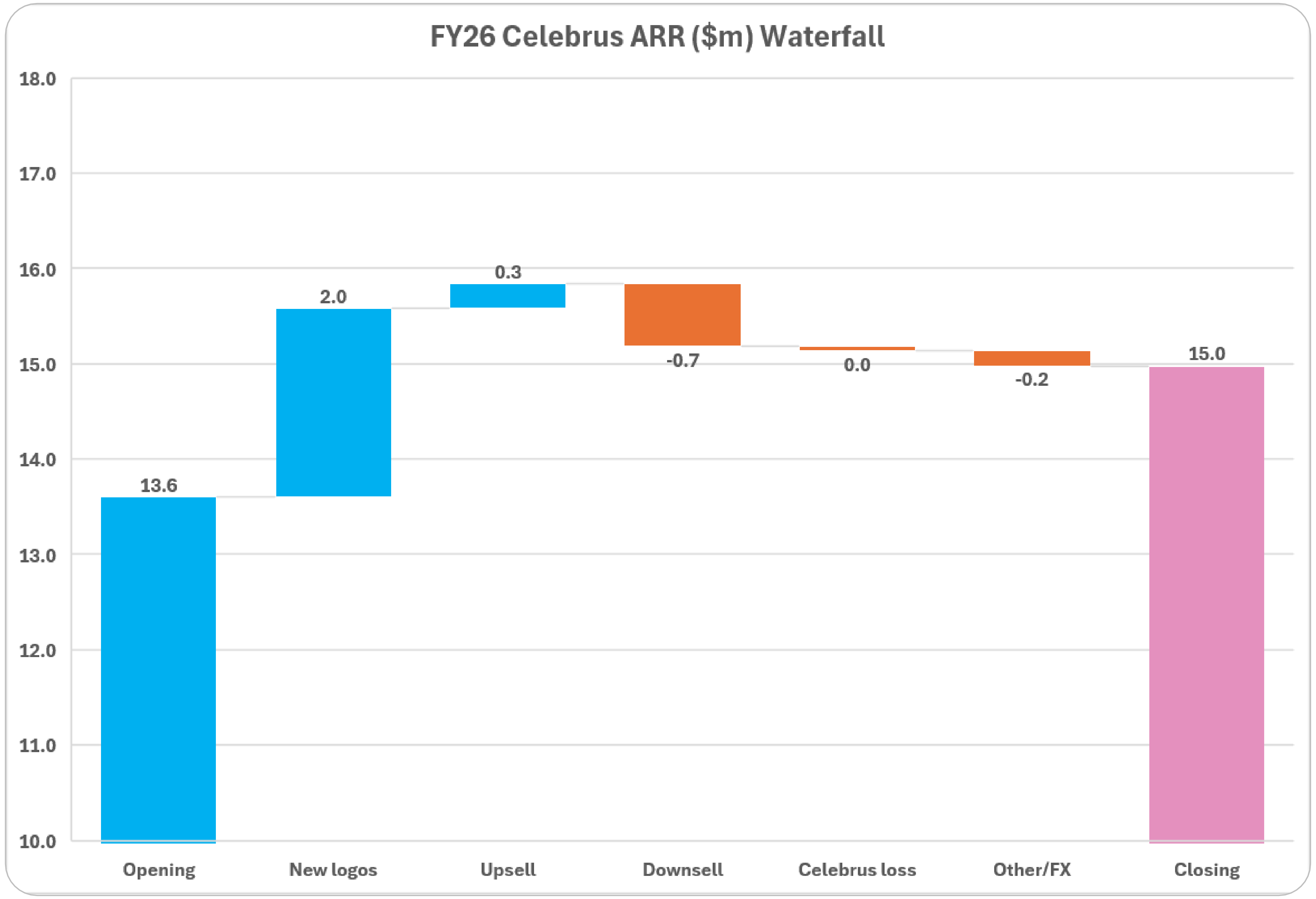
$0.2m
Adj. PBT
(FY25: $8.7m ; FY27 is a transition year)

3.39p
Full Year Dividend
+3.7% (FY25: 3.27p)

$32.5m
Year-End Cash
Debt-free

- **Transition year:** straight-line revenue recognition · Deferred revenue +24% to $8.8m

Annual Recurring Revenue ($m)



CELEBRUS ARR

$15.0m

+10.3% (net) **16.9% (gross)**

Celebrus ARR Growth

$20.3m

Group ARR

(incl. non-Celebrus managed services)

96.7%

Net Revenue Retention

Income Statement (1)

	FY26 $'000	FY25 $'000	Change
Software Revenues	**20,256**	22,574	-10.3%
Third party products	**3,335**	16,101	—
Revenue	**23,591**	**38,675**	
Cost of Sales	**(3,058)**	(8,148)	
Gross Profit	**20,533**	**30,527**	
Gross Profit %	**87.0%**	78.9%	**+8.1 pp**
Software GP %	**95.3%**	95.6%	-0.3 pp
Operating expenses	**(21,165)**	(22,897)	
Finance Income (net)	**856**	1,044	
Adjusted PBT	**224**	**8,674**	

Software Revenue

$20.3m (FY25: $22.6m restated) — impacted by shift to straight-line revenue recognition

Gross Profit %

87.0% — significant improvement as low-margin third-party product revenues declined sharply

Software GP %

95.3% — exceptional underlying software economics maintained (FY25: 95.6%)

Admin Expenses

$22.4m includes $1.2m non-cash/non-recurring items; underlying opex reduced 7.6% to $21.2m

Finance Income

$0.9m (FY25: $1.1m) — continued benefit from strong cash position

Adjusted PBT

$0.2m (FY25: $8.7m) — transition year impact from straight-line revenue recognition

Income Statement (2)

	FY26 $'000	FY25 $'000	Change
Adjusted PBT	**224**	8,674	
Amortisation, SBP, FX & restructuring	**(1,200)**	(1,333)	
(Loss) / profit before tax	**(976)**	**7,341**	
Tax credit / (charge)	**499**	(948)	
(Loss) / profit attributable to equity holders	**(477)**	**6,393**	
	cents	cents	
Basic (Loss)/EPS	**(1.21)**	16.20	
Diluted (Loss)/EPS	**(1.21)**	15.78	
Adjusted Basic EPS	**1.07**	18.73	
Adjusted Diluted EPS	**1.04**	**18.24**	

Non-cash/non-recurring items

$1.2m (amortisation $0.4m, SBP $0.2m, restructuring $0.6m)

Tax credit

$0.5m credit (FY25: $0.9m charge); Patent Box and R&D incentives; effective rate reflects transition year losses

Adj. Diluted EPS

1.04 cents (FY25: 18.24 cents); reflects transition year revenue recognition impact

Dividend

Final 2.41p (FY25: 2.32p) · Full year **3.39p — up 3.7%** ; Board confident in long-term prospects

Consolidated Statement of Financial Position

	FY26 $'000	FY25 $'000
Goodwill	12,240	12,240
Other intangibles	2,275	1,649
PPE and other	1,241	1,949
Non-current Assets	**15,756**	**15,838**
Trade and other receivables	3,266	9,231
Tax receivables	313	135
Cash	32,494	31,541
Current Assets	**36,073**	**40,907**
Trade and other payables	(2,801)	(4,518)
Tax liabilities and lease obligations	(281)	(964)
Deferred revenue	(8,836)	(7,128)
Current Liabilities	**(11,918)**	**(12,610)**
Non-current liabilities	(1,061)	(1,531)
Net Assets	**38,850**	**42,604**

$32.5m
Cash (debt-free)

$38.9m
Net Assets

KEY BALANCE SHEET NOTES

- Deferred revenue +24% to $8.8m; evidence of underlying growth and straight-line recognition
- Trade receivables reduced to $1.1m (FY25: $5.0m); no bad debts
- No debt; Group highly liquid with $32.5m cash

Cashflow

	FY26 $'000	FY25 $'000
(Loss)/profit before tax	**(976)**	7,341
Adjustments	**202**	456
Working capital and taxes	**5,692**	(16,929)
Operating Activities	**4,918**	**(9,132)**
Interest received	**911**	1,115
Capex and intangibles	**(118)**	(280)
Dev costs capitalised	**(984)**	(603)
Sale of property	**—**	3,972
Investing Activities	**(191)**	**4,204**
Dividends paid	**(1,755)**	(1,614)
Share buyback	**(1,809)**	(405)
Lease and other	**(486)**	(318)
Financing Activities	**(4,050)**	**(2,337)**
Net cash movement and FX translation	**953**	(7,249)
Opening Cash	**31,541**	38,790
Closing Cash	**32,494**	**31,541**

Operating inflow: $4.9m

Strong working capital management; receivables reduced $6.0m; significant reversal from FY25 total outflow of $9.1m

Investing: net outflow $0.2m

Interest received $0.9m offset by dev cost capitalisation $1.0m and capex; no property transactions in year

Financing: $4.1m outflow

Dividends $1.8m + share buybacks $1.8m (significantly higher buyback programme vs FY25)

Closing cash $32.5m

Cash increased $1.0m despite $4.1m financing outflows — demonstrates strong underlying cash generation

Outlook

FY27: converting foundations into ARR growth

PLATFORM

AI-enabled, re-platformed

v10 complete — differentiated story ready to take to market

COMMERCIAL

Restructured GTM already active

Marketing, Sales and CS — focused, accountable, pipeline building

CUSTOMERS

96.7% NRR retention base

Tier 1 global institutions — renewals and expansion mandate in place

FINANCIALS

Strong balance sheet

$32.5m cash, no debt — fully funded to execute

> The Board enters FY27 with confidence — a re-platformed AI-enabled technology offering, a restructured commercial model generating pipeline momentum, and a strong customer retention base. The Group is well positioned to convert this into **ARR growth**.

Questions?

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Thank You

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AIM: CLBS