

Company Summary



Investment Profile

1. **Fastest growing** company in its space, established relationships with key industry players - channel first strategy drives **organic growth** across **multiple sectors and client sizes**
2. Channel **partnership model** of cloud-based products offering significant **scalability**
3. **C.90%** recurring revenue due to strong customer retention levels
4. Pipeline of **complementary products** in development, with conversational AI integrations
5. Blueprint laid for **international expansion**

Share Information

Ticker	AIM: PCIP
Share Price (GBX)	47.0
Shares in issue (m)	72.6
Market Cap (£m)	34.1
12m Hi/Low (GBX)	42.3/73.4

(Source: The London Stock Exchange, August 2025)

12-Month Share Price



(Source: The London Stock Exchange, August 2025)

Major Shareholders (as at 30 June 2025)

Name	%
Canaccord Genuity Group	12.67
Gresham House Asset Management	10.94
Octopus Investments	8.97
Herald Investment Management Ltd	6.13
Hargreaves Lansdown	5.13
8 KPG Limited	3.13
Mr Peter Wildey	3.07
Unicorn AIM VCT PLC	3.06

(Source: company website)

PCI PAL - Securing & elevating the payment experience

PCI Pal is a leading provider of **Software-as-a-Service** ("SaaS") payment solutions designed to **safeguard reputation and trust**.

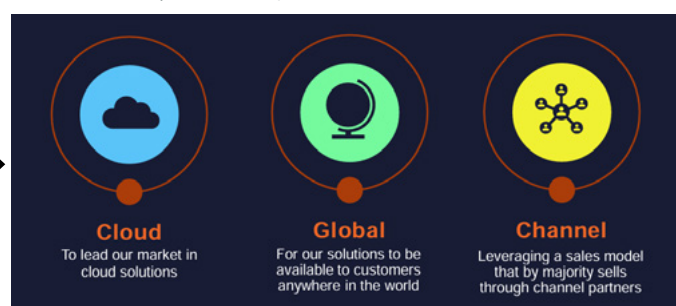
- ✓ Enables businesses with a secure, frictionless payment experience
- ✓ Across all business communications environments: CCaaS, UCaaS, CPaaS
- ✓ Contact Centre, Voice, Chat, Social, Email, Conversational AI
- ✓ Driving revenue growth & improved CX & AX
- ✓ Whilst ensuring compliance & security (PCI DSS & more)

AWS Cloud Platform

PCI Pal was the first to launch a **true cloud solution** to the market in early 2017. As a result has the most mature platform. PCI Pal's **patented** approach disrupted a market that was previously burdened by hardware-led, on-premise solutions. PCI Pal has empowered its customers to **secure their data** through the use of **highly flexible, light-touch, and easy-to-integrate cloud solutions**.



Three Pillars of Strategic Growth



What's New?

In FY25 the Company delivered excellent progress against its key KPIs, with **ARR increasing by 25% to £19.3m** and both Revenue and Adjusted Profit before Tax in line with market expectations. The Company has further expanded its market leading partner eco-system as well as broadening existing key partner relationships, maintaining 100% retention of all strategic partners.

In July **Directors** including the CEO, CFO, NED & NEC, **purchased 286,342 shares** in total, demonstrating the Board's confidence in long term prospects

New AI Fraud Risk Product

FY26 brings an increased focus on further product innovation. This includes the **launch of the Company's new AI-powered fraud risk scoring product** now available across the PCI Pal platform.

Designed to help businesses combat card-not-present (CNP) payment fraud, it uses AI-driven insights delivered in real-time to customer service agents and AI bots ahead of collecting customer payments. This allows organisations to combat fraud before it occurs, to reduce the volume of chargebacks, and protect both revenue and customer experience, all without adding friction to the payment journey.

Partner Ecosystem Development

PCI Pal has signed a major new partnership with RingCentral, which is now undergoing a full launch across North America and Europe. It continues to maintain a close working relationship with Zoom, positioning itself well as Zoom's CCaaS business expands. As a preferred supplier at all integrated key partners, the Company leads the market. Standardisation of rollouts are progressing across these partners, enabling more efficient deployments in the mid-term. The new partner pipeline includes several strategic opportunities for further market expansion through tightly integrated partnerships. Additionally, the Company is taking a leading role in promoting secure payments for Conversational AI technologies, with a Bot API expected for launch in late 2025.



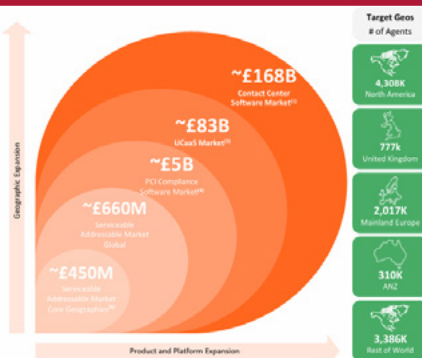
Revised Three-Year Plan

After extensive review, **a new strategic plan has been put in place** as the Company looks to build on its market position and capitalise on the market opportunity before it. The Edison report is available [here](#), while highlights include:

- Focus building the business through organic year-on-year ARR growth** - in the region of 18%-20% through FY27 and beyond.
- Increased investment - £1.5m more** - in marketing and engineering to better support the Group's financial plans and continue to increase its sales pipeline - **new Chief Marketing Officer already hired in the US**.
- Continued focus on product innovation**, launching adjacent products to a growing addressable market whilst increasing cross-sell opportunities to existing customers with already exceptionally high retention rates. The first of these, a new AI-powered fraud risk scoring product to help combat payment fraud, was announced in July.

The Market Opportunity

- Exponential growth in contact centre software solutions - the GCCS market is expected to grow at 20% CAGR to £168B in 2032.
- Addressable agent footprint expansion driven by AI
- Contact centre interactions are crucial to the customer experience
- AI agent adoption drives growth for payment compliance solutions



Key Newsflow

Jul: [Director Share Purchases](#)

Jul: [Trading Update](#)

Jul: [New Product Launch](#)

Jul: [Board Changes](#)

Jun: [Issue of Equity and TVR](#)

Mar: [Partnership with RingCentral Inc Partnership](#)

Nov: [Successful re-tender of major UK gov contract](#)

Management Team

Simon Wilson: Non-Executive Chairman

Simon has thirty years of experience in international business to business software, and was appointed to the Board in 2019. His past positions include CEO, CFO and corporate development roles as well as independent board director in a range of US and UK companies, including Surf Control plc, Endace plc and M86 Security.



James Barham: Chief Executive Officer

James was a founder of PCI Pal and took up the position of group CEO in 2018. He was part of the team that saw the Company through its first successful fundraising, and has been influential in the evolution of the PCI Pal product suite following a career spent entirely in the technology space. James has a BSc (Honours) in Business Management & Communications.



Ryan Murray: Chief Financial Officer

Ryan is a Chartered Accountant and has worked in practice with EY and in industry, gaining technical expertise in finance and tax – with a strong commercial background. Previously Ryan was the Head of Corporate Finance at FD Technologies Plc, CFO at KX (FD Technologies software division), and Group Financial Controller.



Financials (via Factset)

	Jun '24 (a)	Jun '25 (e)	Jun '26 (e)	Jun '27 (e)
Sales (£m)	18.0	22.5	23.5	27.0
EBIT (£m)	(0.5)	0.9	(0.9)	0.1
EPS (p)	(1.7)	1.0	(1.4)	0.01

