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UP TO €49 MILLION INVESTMENT IN CAMERAMATICS

SURE VENTURES PLC

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Up to €49 million investment in CameraMatics and partial realisation

Sure Ventures PLC ("Sure Ventures" or the "Company"), the London-listed venture capital fund focused on investing in software companies in Artificial Intelligence (AI), Augmented Reality (AR), Virtual Reality (VR) and Internet of Things (IoT), announces an update regarding CameraMatics, a portfolio company held through Sure Valley ("SVV1").

CameraMatics has completed an up to €49 million funding round led by Blume Equity, the Ireland-based investment manager, and Goodbody Capital Partners. As part of the transaction, Sure Ventures PLC will receive total cash proceeds of €49 million while retaining its indirect holding in CameraMatics through SVV1. The proceeds represent a significant cash injection relative to the Company's current market capitalisation of approximately £2.8 million and, in the Board's view, provide further evidence of the gap between the Company's share price and the underlying value of its portfolio reflected in its NAV.

The transaction effectively returns SVV1's original investment in CameraMatics while preserving the company's continued growth. It also represents a significant external validation of the CameraMatics technology platform and growth prospects from leading institutional investors.

SVV1 will receive a partial repayment of its investment in CameraMatics, resulting in cash proceeds of €49 million for Sure Ventures PLC.

In July 2025, Sure Ventures PLC also participated in a €200,000 working capital facility for CameraMatics through a consortium of investors. That facility is now being repaid, generating cash proceeds of €320,000 for Sure Ventures PLC, representing a 78% cash return on that investment.

About CameraMatics

CameraMatics has developed a connected fleet intelligence platform combining AI-driven video analysis, driver assistance systems and real-time operational data to help commercial fleet operators improve safety, reduce costs and emissions.

The company's mission is to reduce driving and work-related accidents to zero through advanced AI. CameraMatics improves driver behaviour, fleet visibility and operational performance.

CameraMatics has delivered strong revenue growth since inception, expanding its customer base across international markets while securing a growing number of blue-chip enterprise customers. The company has over 1,000 fleet customers across the UK, Ireland, mainland Europe and the United States and employs more than 1,000 staff across offices in Dublin, Waterford, Darlington, London, Amsterdam, Barcelona and the United States.

Recent contract wins include Royal Mail, Calor Gas, Wolseley, XPO and DFDS. In the United States, CameraMatics has expanded significantly through deployments with NASDAQ-listed Installed Building Products (IBP) with more than 250 depots nationwide.

Demand for AI-powered fleet safety, compliance and operational efficiency solutions continues to accelerate across distribution, utilities and infrastructure sectors. The new funding will support further international enterprise sales and customer success capabilities, accelerate AI-led product development and support operations across North America and mainland Europe.

Gareth Burchell, Director of Sure Ventures PLC, commented:

"The up to €49 million investment in CameraMatics by Blume Equity, the Ireland Strategic Investment Fund and Capital Partners is a significant milestone for CameraMatics and for Sure Ventures.

Sure Ventures will receive €877,407 in cash while retaining its investment exposure to CameraMatics. This transaction effectively returns the fund's original investment and provides additional liquidity while allowing the fund to continue to support the growth of the company.

Perhaps most importantly, this funding round provides independent validation of the value being created by the portfolio companies. CameraMatics has secured major enterprise customers including Royal Mail, Calor Gas and DFDS, while continuing to expand rapidly in the United States.

We believe this transaction highlights the disconnect between the Company's current market capitalisation and the value of its portfolio. Through our interests in the Sure Valley Ventures funds, we retain exposure to growth technology businesses operating across AI, AR, VR and IoT areas, many of which continue to show strong commercial and operational progress."

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