

**MESH Holdings PLC**  
**("MESH" or "the Company")**

**Offer to acquire 100% of Sentiance NV ("Sentiance")**

MESH is pleased to confirm that it has recently made an Offer to acquire 100% of Sentiance. At present, the Company owns around 14% of Sentiance equity and since January 2020 Mike Power represents MESH on the Sentiance Board of Directors.

As part of the Offer for Sentiance, the Company has also made a specific proposal to Asimilar Plc ("ASLR"). ASLR would receive a material compensation, paid for in restricted ordinary MESH shares, in return for ASLR novating both its minority part of the extended Sentiance Acquisition Option and the €15 million primary Sentiance equity subscription to MESH, as was announced on 4 March 2020. ASLR and MESH have agreed that subject to formal agreement and final documentation, they will aim to complete their part of the Offer transaction by 10 August 2020.

**Sentiance background**

The Sentiance Motion Intelligence and Behavioural Change Platform enables leading direct to-consumer companies to get a deep understanding of the individual user journey and adapt their service offerings and engagement processes on a one-on-one basis with unmatched focus on privacy and data ownership. The AI Platform-as-a-Service approach supports rapid development and effective deployment of bespoke and transformative use cases, such as human-centric and hyper-personalised consumer interactions, new and innovative mobility services, intelligent banking, usage and lifestyle based insurance, predictive health tracking and coaching, and many more.

Sentiance recently announced an extended partnership with Autoliv, a world leader in car safety equipment, to develop the world's best crash detection and crash reconstruction system, utilising smartphone and smart wearable sensor data. Separately, a partnership with one of the largest technology players worldwide was finalised in developing intelligent family safety service offerings utilising Sentiance core IP. Other well-known and publicly named clients of Sentiance include Uber, Careem, Absa, Samsung, Trove, Sparebank/Fremtind and Risk Insurance.

Mid-2019 Sentiance started bespoke development of a "Consumer-to-Brand" ("C2B") intelligence and recommendation platform, inspired, funded and supported by MESH. Once fully internally tested and deployed, it is anticipated that this intelligence platform will create many new avenues globally to enable contextualised and hyper personalised consumer service offerings delivering clearly defined benefits for consumers and brands alike.

Over the next 15 months Sentiance expects to complete internal edge computing development work leading to the implementation of full “on-device processing”. This will significantly enhance its already market leading proposition and materially further increase client return on investment whilst fully maintaining and guaranteeing data control and ownership by the user. Through the proposed 100% acquisition of Sentiance, MESH can independently emerge as a multi-brand self-sustainable market leading AI, machine learning and contextualisation business.

MESH will provide its shareholders with a further update at the time of the proposed closing of the ASLR transaction on or around 10 August 2020.

**For further information:**

MESH Holdings plc

Mike Power and Robert Bonnier

via Buchanan

Buchanan Communications Limited

Richard Oldworth / Chris Lane

Tel: +44 (0) 20 7466 5000