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Cykel AI PLC

("Cykel AI" or the "Company")

Cykel AI and Vero Tech Announce Strategic Sales Partnership to Expand Market Reach

Collaboration set to boost Cykel AI's customer base through Vero Tech's specialised sales expertise

Cykel AI PLC (LSE:CYK), an innovative AI technology company, and Vero Tech, a leading third-party sales organisation, today announced the launch of a strategic sales partnership. This collaboration aims to expand Cykel AI's market reach by leveraging Vero Tech's expertise in creating superior leads lists and executing personalised outreach at scale.

This partnership marks a significant step in Cykel AI's growth strategy, allowing the Company to tap into new markets and customer segments. Vero Tech will utilise its AI-driven approach to identify and engage potential clients for Cykel AI's automation solutions.

Jonathan Bixby, Chief Executive of Cykel AI PLC, expressed enthusiasm about the partnership: "We are excited to join forces with Vero Tech in this strategic venture. Their proven track record in AI-driven lead generation and personalised outreach aligns perfectly with our goal of expanding our customer base. This collaboration will allow us to focus on what we do best - developing innovative AI solutions - while Vero Tech extends our reach in the market."

The partnership will focus on:

1. Leveraging Vero Tech's AI-driven approach to build customised prospect lists for Cykel AI's products and services.
2. Implementing personalised outreach campaigns across multiple channels, including phone, LinkedIn, and email.
3. Generating high-quality leads and booking weekly meetings with potential clients.
4. Expanding Cykel AI's presence in new industry sectors and geographical regions.

Kelly Sinclair, Founder and CEO of Vero Tech, commented on the collaboration: "We're thrilled to partner with Cykel AI and bring their groundbreaking AI solutions to a broader market. Our specialisation in converting cold conversations into closed business, combined with our experience in helping international companies establish themselves in the UK, makes this partnership particularly exciting. We're confident that our approach to lead generation and personalised outreach will drive significant growth for both companies."

Sinclair, a visionary entrepreneur with over a decade of experience in sales, startup growth, and business development, brings a wealth of expertise to this partnership. Her background

in supporting dynamic, impact-focused startups through KV Africa adds a unique layer to Vero Tech's strategies.

As the partnership unfolds, both companies expect a substantial increase in new high-ticket opportunities for Cykel AI. Vero Tech's focus on identifying prospects that are in the market and showing clear buying signals is expected to result in a more efficient sales process and higher conversion rates.

"This partnership is a game-changer for our go-to-market strategy," added Bixby from Cykel AI. "By combining our advanced AI solutions with Vero Tech's sales expertise and their impressive track record in helping international companies crack the UK market, we're positioned to rapidly expand our customer base and bring the benefits of our technology to a wider range of businesses."

Both companies are committed to a collaborative approach, ensuring seamless integration of Cykel AI's product knowledge with Vero Tech's proven sales processes. Regular updates on the progress and impact of this partnership will be shared as the collaboration develops.

About Cykel AI PLC

Cykel is an AI product and research company. Its automation solutions simplify repetitive tasks, enabling employees to concentrate on strategic and important work. The Company builds systems designed to expand the functionality, reliability, and application of AI automation. Cykel AI is building an automation layer for the internet.

About Vero Tech

Vero Tech is a growing B2B sales agency, specialising in AI-driven lead generation and personalised cold outreach. Vero Tech excels in telesales & direct outreach, converting cold conversations into closed business. The company has worked with a diverse range of clients, from emerging startups to established corporations, helping them refine their sales strategies and enhance their market presence. Vero Tech is particularly adept at helping international companies establish themselves in the UK.

Contact Information: For more information about Cykel AI, please visit www.cykel.ai For more information about Vero Tech, please visit www.verotechuk.com