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Cykel AI PLC

("Cykel AI" or the "Company")

Cykel AI's Automation Technology Set To Enhance Simera's Go-To-Market Strategies and Expansion

Cykel AI PLC (LSE: CYK), a leader in AI automation solutions, today announced a strategic partnership with Simera, an innovative remote talent platform connecting Latin American professionals with North American employers. This collaboration aims to leverage Cykel AI's cutting-edge technology and expertise to drive efficiencies in Simera's Go-To-Market (GTM) strategies, focusing on identifying target companies and market segments to expand reach and accelerate growth.

Partnership Highlights:

- Cykel AI's advanced automation tools will be integrated into Simera's GTM processes and workflows, expanding the range of roles and industries available to Simera's network of global talent (1M and growing)
- Simera, with its team of 50 staff and annual revenue in the tens of millions, is poised for accelerated growth and market expansion
- Partnership driven by respected industry figure Tina Adolfsson, Head of Partnerships and Go-to-Market at Simera

Jonathan Bixby, Co-Founder of Cykel AI, commented: "Our partnership with Simera represents a significant opportunity to demonstrate the transformative power of our AI automation solutions in the rapidly evolving remote work sector. By expanding Simera's GTM strategies and helping identify key target segments, we aim to create substantial efficiency gains and drive growth for their operations."

The partnership has gained particular momentum due to the enthusiasm of Tina Adolfsson, Head of Partnerships and Go-to-Market at Simera. Adolfsson, a noted thought leader with extensive experience at P&G and Ralph Lauren, recognises the transformative potential of Cykel AI's technology. "What I really like about Cykel AI is that it's enhancing the future of work through automation and consistency. It frees up time for creativity, prioritisation, development, and professional relationships," says Adolfsson.

A spokesperson for Cykel AI added: "Tina Adolfsson's expertise in leveraging technology for business scaling aligns perfectly with our mission. Her endorsement of our automation layer for the internet validates its potential to revolutionise talent management and remote work facilitation."

Tina Adolfsson herself commented: "Cykel AI's technology aligns perfectly with our mission to democratise talent and job opportunities across nations. We anticipate this partnership will

allow our team to focus more on strategic initiatives by automating routine tasks, ultimately enhancing our ability to connect remote professionals with employers. This collaboration will significantly improve our GTM strategy as well as capacity to identify target companies and target segments to engage with potential employer partners, expanding our reach and impact in the global remote work landscape."

This collaboration is expected to showcase how AI-driven solutions can be leveraged to drive growth and efficiency in large-scale GTM expansion plans. It also aligns with Cykel AI's mission to create an intelligent automation layer for internet-based operations, particularly in the realm of business development and market expansion.

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 Simera
Simera is a leading remote talent platform connecting skilled professionals from Latin America with employers in North America. With a team of 50 staff and annual revenue in the tens of millions, Simera leverages technology, education, and skills development to transform job access and build global teams.

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

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