

MOTORK COMPLETES THE TRANSFER OF ITS DIGITAL MARKETING SERVICE OPERATIONS IN ITALY AND SPAIN TO UNDERDOGS GROUP

LONDON - 16 July 2026 - MotorK PLC (AMS: MTRK) ("MotorK", the "Group" or the "Company"), a leading SaaS provider to the automotive retail industry in the EMEA region, today announced the completion of the transfer of its digital marketing service operations in Italy and Spain to Underdogs S.r.l. ("Underdogs"), part of Underdogs Group, completing the strategic partnership announced on 10 June 2026.

Under a business unit transfer agreement, MotorK Italia S.r.l. and MotorK Spain Gestiones Comerciales S.L. have transferred to Underdogs their digital marketing service activities in Italy and Spain, comprising its customer contracts, six employees and the related operational know-how.

Under a related service agreement, MotorK licenses its proprietary digital marketing technology platform, AdSpark, to Underdogs.

The transferred activities are reported within the Group's Digital Marketing revenue line, which generated revenues of €8.0 million in FY 2025 and €1.7 million in Q1 2026. The consideration for the transfer is not material to the Group.

Zoltan Gelencser, Interim Group Chief Executive Officer, commented: "With these agreements, the partnership announced in June becomes fully operational. MotorK retains AdSpark and its technology revenues, while our customers gain a partner specialised in digital marketing delivery."

Forward-looking information and disclaimer

This press release may include forward-looking statements. Other than reported financial results and historical information, all statements included in this press release, including, without limitation, those regarding our financial position, business strategy and management plans and objectives for future operations, may be deemed to be forward-looking statements. Without limitation, any statements preceded or followed by or that include the words "targets", "plans", "believes", "expects", "aims", "intends", "anticipates", "estimates", "projects", "will", "may", "would", "could" or "should", or words or terms of similar substance or the negative thereof, are forward-looking statements. These forward-looking statements are based on our current expectations, projections and key assumptions about future events and are subject to risks and uncertainties that could cause actual results to differ materially from those expressed in the forward-looking statements. Many of these risks and uncertainties relate to factors that are beyond MotorK's ability to control or estimate precisely, such as future market conditions, the behavior of other market participants and the actions of governmental regulators. Readers are cautioned not to place undue reliance on these forward-looking statements, which speak only as of the date of this press release and are subject to change without notice. Other than as required by applicable law or the applicable rules of any exchange on which our securities may be traded, we expressly disclaim any obligation or undertaking to update or revise publicly any forward-looking statements, whether because of new information, future events or otherwise.

Important information

This press release contains information within the meaning of Article 7(1) of the Market Abuse Regulation (596/2014).

ABOUT MOTORK PLC

MotorK (AMS: MTRK) is a leading software as a service ("SaaS") provider for the automotive retail industry in the EMEA region, with approximately 290 employees and offices in eight countries (Italy, Spain, France, Germany, Belgium, the UK, and Israel). MotorK empowers car manufacturers and dealers to improve their customer experience through a broad suite of fully integrated digital products and services. MotorK provides its customers with an innovative combination of digital solutions, SaaS cloud products and the largest R&D department in the automotive digital sales and marketing industry in Europe. MotorK is a company registered in England and Wales. Registered office: 5th Floor One New Change, London, England, EC4M 9AF - Company Registration: 9259000. For more information: www.motork.io or investors.motork.io.

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