

7 October 2026

THE PROPERTY FRANCHISE GROUP PLC
("TPFG", the "Company" or the "Group")

Strategic investment in Enteka Ai

The Property Franchise Group PLC (AIM: TPFG), the UK's largest multi-brand property franchisor, has acquired a 25% equity interest in Enteka Ai ("Enteka"), the conversational AI platform for UK estate agents and mortgage brokers (the "Investment").

Summary

- Enteka is already live across more than 210 TPFG offices and Brook Financial Services, providing an established base for wider adoption across the network.
- Complementary platform investment, unlocking AI-driven value for franchisees, including stronger lead capture and conversion and more consistent engagement.
- Secures a first-mover at scale advantage through the adoption of sector-specific AI across the network.
- Supports TPFG's strategy to invest in businesses that develop and extend the TPFG platform.

Enteka and the partnership

Enteka's conversational AI platform is designed specifically for UK estate agents and mortgage brokers. Its technology handles customer enquiries across telephone, email, SMS, WhatsApp and live chat, providing round-the-clock support to capture and qualify leads, arrange appointments and identify cross-selling opportunities. In addition, it also supports the re-engagement of existing customer databases and the handling of property maintenance enquiries. These capabilities are expected to support greater productivity and improved franchisee profitability, while enabling teams to devote more time to customers and winning new business.

Enteka is already live across more than 210 TPFG offices within Belvoir, EweMove, Hunters, Martin & Co, Northwood and Whitegates brands as well as Brook Financial Services. The Board believes the roll out across other offices will continue from this established base. Enteka will remain independent and continue to serve the wider UK estate agency and mortgage broking market.

Investment structure

The Group's 25% equity interest is comprised of a subscription of £0.9 million for new shares representing a 15% equity interest, with a further 10% equity interest (issued upfront) being subject to forfeiture linked to a three-year commercial agreement whereby Enteka will be TPFG's preferred AI provider.

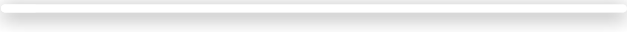
The Investment is consistent with TPFG's acquisition strategy of investing in and acquiring complementary businesses that develop and extend its platform. The Board believes the Investment positions the Group to secure a first-mover advantage through the adoption of sector-specific AI across its network.

Gareth Samples, Chief Executive Officer of TPFG, commented: *"Our investment in Enteka reflects our commitment to delivering long-term value for our franchisees. Enteka's technology is designed around the needs of property professionals, helping them capture more opportunities and spend more time on the activities that grow their businesses. Moving early to adopt these capabilities across our network can create a first-mover at scale advantage. Our investment, together with the three-year commercial agreement, will support our focus on improving lead generation, increasing efficiency and driving franchisee profitability."*

Christos Votsis, Founder & CEO of Enteka Ai, added: *"We founded Enteka to help property professionals turn more customer conversations into business opportunities and to take the administration that follows off their desks. With TPFG's backing, we can bring that ambition to a wider network, helping franchisees win more instructions, spend more time with customers and improve profitability. This three-year partnership gives us a strong foundation to develop our technology alongside the businesses using it every day."*

Ben Dodds, CFO, provides an overview in this video:

0:00 / 3:08



For further information, please contact:

The Property Franchise Group PLC

Gareth Samples, Chief Executive Officer
Ben Dodds, Chief Financial Officer

01202 405 549

company.secretary@propertyfranchise.co.uk

Canaccord Genuity Limited (Nominated Adviser & Joint Broker)

Max Hartley / Harry Rees

020 7523 8000

Berenberg (Joint Broker)

Harry Nicholas / Michael Burke / James Thompson

020 7496 3000

Alma Strategic Communications

Justine James / Tim Pearson / Emma Thompson

020 3405 0209

tpfg@almastrategic.com

About The Property Franchise Group PLC

The Property Franchise Group PLC (AIM: TPFG) is the UK's largest multi-brand property franchisor, with a network of over 1,900 outlets delivering high quality services to residential clients, combined with an established Financial Services business.

The Company was founded in 1986 and has since strategically grown to a diverse portfolio of 18 brands operating throughout the UK, comprising longstanding high-street focused brands and two hybrid brands. The Property Franchise Group is also a member of two leading mortgage networks through its mortgage brokers, Brook Financial (MAB) and The Mortgage Genie (Primis).

TPFG's brands are: Belvoir, CJ Hole, Country Properties, Ellis & Co, EweMove, Fine & Country, Hunters, Lovelle, Martin & Co, Mr and Mrs Clarke, Mullucks, Newton Fallowell, Nicholas Humphreys, Northwood, Parkers, The Guild of Property Professionals and Whitegates.

Headquartered in Grantham, the Company was listed on AIM on the London Stock Exchange in 2013 and entered the AIM 100 in July 2024.

More information is available at www.tpfgplc.co.uk

About Reach announcements

This is a Reach announcement and the information contained is not considered to be material or to have a significant impact on management's expectations of the Company's performance. Reach is an investor communication service aimed at assisting listed and unlisted (including AIM quoted) companies to distribute non-regulatory news releases into the public domain. Information required to be notified under the AIM Rules for Companies, Market Abuse Regulation or other regulation would be disseminated as an RNS regulatory announcement and not on Reach.

This information is provided by Reach, the non-regulatory press release distribution service of RNS, part of the London Stock Exchange. Terms and conditions relating to the use and distribution of this information may apply. For further information, please contact rns@lseg.com or visit www.rns.com.

RNS may use your IP address to confirm compliance with the terms and conditions, to analyse how you engage with the information contained in this communication, and to share such analysis on an anonymised basis with others as part of our commercial services. For further information about how RNS and the London Stock Exchange use the personal data you provide us, please see our [Privacy Policy](#).

END

NRAFSMFWMEMSELS