

Investment Portfolio Update

PIRES INVESTMENTS PLC

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Pires Investments plc

("Pires" or the "Company")

Investment Portfolio Update

Pires Investments plc (AIM: PIRI), the investment company focused on next generation technology, is pleased to provide an update on developments relating to companies within its investment portfolio that Pires is invested in directly and indirectly, through its investment in Sure Valley Ventures ("SVV").

Admix

Admix, the leading In-Play monetisation company that bridges the gap between gaming content and brands, has announced that it is merging with LandVault Inc ("LandVault") (<https://landvault.io/>), a builder of virtual experiences in metaverse worlds aimed at attracting people into blockchain and metaverse ecosystems, in order to enter into Web3.

By merging with LandVault, Admix aims to become a go-to service provider for major intellectual property holders and brands, enabling large companies across all industries to enter the metaverse and be monetised with its in-game advertising technology. The combined company, which will be known as LandVault, will be able to access the US\$25 million in growth capital from Admix's Series B round in October 2021. Samuel Huber, Founder and Chief Executive Officer of Admix, will remain as Chief Executive Officer of the combined business.

Further details can be found at the following link: <https://venturebeat.com/2022/06/20/admix-merges-with-landvault-to-move-into-making-metaverse-experiences/>

Pires is invested in Admix through its investment in SVV.

Low6 Limited ("Low6")

Low6, the company that has developed a next-generation sports betting platform, has announced it is offering its free-to-play gamification technology to the sports, sports betting and gaming industries as a full turnkey business-to-business ("B2B") solution. European operators TOTO and Jacks are already onboarded to the Low6 platform, with major operators in both North American and Asia Pacific markets to be revealed later this year. The free-to-play platform powers a range of products for partners, which include the PGA TOUR and UFC, to engage with sports fans, then acquire and retain those fans as customers.

Further details can be found at the following link: <https://www.low6.com/award-winning-sports-gaming-technologists-low6-announce-launch-of-new-b2b-white-label-gamification-platform/>

ENGAGE XR Holdings Plc ("ENGAGE XR")

ENGAGE XR (AIM: EXR), the virtual reality ("VR") communications technology company, has reported positive progress in the development of its enterprise-focused Metaverse platform offering and the further growth of its proprietary software platform, ENGAGE.

Ahead of the launch of 'Engage Link', its Metaverse offering for enterprises, expected in Q4 2022, ENGAGE XR has announced that HTC and The Virtual Human Interaction Lab at Stanford University are confirmed as launch partners. These world-leading organisations will use ENGAGE's Metaverse platform to build and design its own MetaWorlds, enabling them to interact with stakeholders, host business dealings and virtual events within the ENGAGE XR ecosystem.

The company also announced that it had secured a significant customer renewal with South Korean company, D'Carrick Co Ltd, which has signed a new contract worth €300,000 over three years. This extends a successful three-year relationship, initially worth €70,000 per annum. Other ENGAGE customers include Kia, which is hosting a virtual car launch event in its own MetaWorld this Summer, Uniper, an energy corporation with a €6.7bn market cap, and Natixis, a French corporate and investment bank.

Further details can be found at the following link: <https://www.investegate.co.uk/engage-xr-holdings--ex-rns/engage---metaverse-update/202206230700058685P/>

Pires is invested in ENGAGE XR through its investment in Sure Valley Ventures ("SVV").

Nicholas Lee, Director of Pires, commented:

"We are delighted to note recent progress and positive momentum across the Pires investment portfolio.

"Admix combining with LandVault presents an excellent opportunity for the company to enter into Web3 and provide a go-to offering for major brands looking to capitalise on the metaverse.

"We are also pleased to note the launch of Low6's new B2B white-label gamification platform which enables the business to further increase the reach of its iGaming products to some of the largest names in sports, gaming, media and mobile technology.

"Lastly, ENGAGE XR's announcement demonstrates the continued developments at an exciting time for the business. Naming world-leading organisations, such as HTC and The Virtual Human Interaction Lab at Stanford University, as partners ahead of the launch of ENGAGE Link later this year highlights the disruptive potential that the company's products offer to customers."

The Directors of the Company are responsible for the release of this announcement.

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Notes to Editors

About Pires Investments plc

Pires Investments plc (AIM: PIRI) is an investment company providing investors with access to a portfolio of next generation technology businesses with significant growth potential.

The Company is building an investment portfolio of high-tech businesses across areas such as Artificial Intelligence, Internet of Things, Cyber Security, Machine Learning, Immersive Technologies and Big Data, which the Board believes demonstrate evidence of traction and the potential for exponential growth, due to increasing global demand for development in these sectors.

For further information, visit: <https://piresinvestments.com/>

About Admix

Admix is the pioneer of In-Play, the infrastructure to monetise gaming and the metaverse. Its technology allows developers to add non-intrusive product placements within their games, creating a better experience for players, developers, and advertisers. Founded in 2018 by Samuel Huber and Joe Bachle-Morris, Admix already works with over 300 gaming and virtual-world experiences.

For further information, visit: <https://admixplay.com/>

About Low6

Low6 is a leader in sports gaming technology that powers franchises with their own branded gaming experiences to engage and monetize their digital fanbases. For the fans, by the fans - Low6 inspires innovative and creative solutions that redefines future sports mobile gamification.

For further information, visit: <https://www.low6.com>

About ENGAGE XR

ENGAGE XR Holdings plc (AIM: EXR; Euronext Growth: EXR) is a virtual reality ("VR") technology company focused on becoming a leading global provider of virtual communications solutions through its proprietary software platform, ENGAGE. ENGAGE provides users with a platform for creating, sharing, and delivering VR content for education, training, and online events through its three solutions: Virtual Campus, Virtual Office, and Virtual Events.

ENGAGE is currently developing a new fully featured corporate metaverse, called ENGAGE Link with the launch expected in the second half of 2022.

For further information, visit: www.engagexrholdings.com

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