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NEW INVESTMENT IN AI B2B PARTNERSHIPS BUSINESS

[MINDFLAIR PLC](#)

Released 09:30:00 03 September 2026

RNS Number : 2769T
Mindflair PLC
03 September 2026

3 September 2026

Mindflair plc

("Mindflair" or the "Company")

New investment in an AI-powered B2B partnerships business

Mindflair plc, the AIM-quoted company focused on investing in Artificial Intelligence ("AI") related technology, is pleased to note that Sure Valley Ventures' second fund ("SVV2"), in which Mindflair holds an interest, has led a \$1.6 million pre-seed investment round into Join Souk Ltd ("Souk"), a British technology business developing an AI Partner Manager for business-to-business (B2B) companies.

The round also includes participation from Antler, Fuel Ventures and strategic angel investors from across the B2B software industry. The funding will be deployed into product development as Souk builds out the core architecture of its AI platform.

Souk has developed an AI Partner Manager designed to help companies reactivate dormant partner relationships and improve the performance of B2B partnership programmes. Its autonomous AI agent, Coco, is intended to manage the partnership lifecycle, including sourcing partners, maintaining engagement, tracking performance and managing payouts.

Souk is addressing a market in which many partner programmes remain heavily reliant on manual processes, spreadsheets and email. According to information provided by Souk, its early deployments have sourced partnerships expected to contribute seven figures in pipeline, secured contracts with several unicorn companies and reduced the manual work required for partner acquisition.

Souk was founded in July 2025 by Leo Crowe, Sofia Hamilton and Ayo Alfonso, whose backgrounds include experience at Deel, BlackRock and GitHub. The business is based in London and is focused on building an AI-native platform for partnership management.

Nicholas Lee, Director of Mindflair plc, commented: *"Souk is applying AI to an important but often under-managed area of B2B growth. Its platform is designed to automate the labour-intensive work involved in managing partner relationships and help companies derive greater value from existing networks. We are pleased to see SVV lead this funding round, which will support Souk as it continues to develop its product and build the business."*

The Directors of the Company are responsible for the release of this announcement. The person who arranged for the release of this information is Nicholas Lee, a director of the Company.

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Notes to Editors

Mindflair plc (AIM: MFAI) is an investment company providing investors with access to a portfolio of next generation technology businesses focused on AI with significant growth potential. The Company is building an investment portfolio of high-tech businesses focused on Artificial Intelligence, across such areas as 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: <http://www.mindflair.tech/>.

Souk is a London-based technology company developing an AI Partner Manager that helps B2B companies manage and grow their partner programmes. Its autonomous AI agent, Coco, is designed to source partners, maintain engagement, track performance and manage payouts across the partnership lifecycle. Founded in July 2025, Souk is backed by SVV, Antler, Fuel Ventures and strategic angel investors from across the B2B software industry. Further information is available at www.joinSouk.com.

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