FIRST QUARTER 2026

Earnings Results

Subscription strength, retention milestone, and product momentum

May 12, 2026

Brian Balbirnie, CEO · Steve Knerr, CFO

Host For Today's Conference Call

"I have been with the company since 2022 initially in the Newswire.com business, where I was a part of the PR Optimizer team helping customers shape and tell their stories. Now I am a part of the Product team here helping shape, ideate and deliver some of the coolest products our customers have ever seen."

Laila Kalantari
Product Manager

Forward Looking Statements

Statements made during today's conference call may be deemed forward-looking statements within the meaning of Section 21E of the Securities Exchange Act of 1934, as amended, and are subject to the safe harbor created thereby. Actual results may differ materially due to a variety of risks, uncertainties and other factors. For a detailed discussion of some of the ongoing risks and uncertainties in the company's business, I refer you to the press release issued this morning and filed with the SEC on Form 8-K as well as the company's reports filed periodically with the SEC, including our annual report on Form 10-K for the year ended December 31, 2025. The company disclaims any intention or obligation to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise, unless otherwise required by law. Finally, during the course of today's call, we will refer to certain non-GAAP financial measures. Management believes the presentation of non-GAAP information provides useful supplementary data concerning our ongoing operations and is provided for informational purposes only. Reconciliation of the non-GAAP to GAAP financial measures and certain additional information are also included in today's press release.

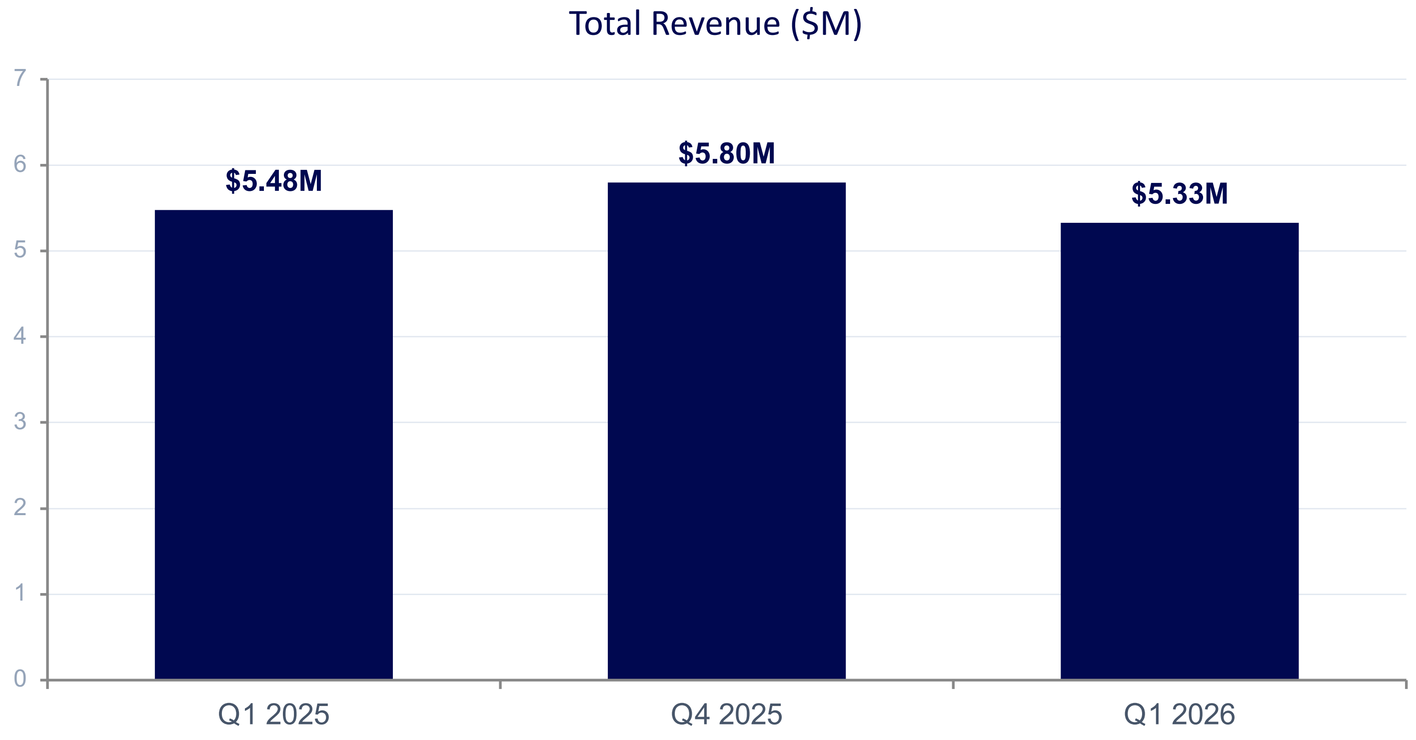
Host For Today's Conference Call

Brian R. Balbirnie

Founder, Chief Executive Officer

Revenue summary - subscription mix improving

Q1 2026 Revenue	vs. Q4 2025	vs. Q1 2025	Subscription Mix
$5.3M	-$472K	-$149K	↑ Growing
-3% YoY	-8% QoQ	Seasonal	Structural shift



REVENUE COMPOSITION

Core Press Release

$4.4M

Down from $4.8M in Q4 2025 — consistent with normal seasonality

PR Platform & Media Suite

+23%

Sequentially and YoY — +$200K from new subscription tier monetization

Direct on Q1 — confident in the signals

> *Top-line growth is the mandate for 2026. We are not satisfied with Q1 revenue — but the signals from this quarter give us a good amount of confidence in our business.*
>
> **— Brian Balbirnie**
>
> Founder & CEO, ACCESS Newswire

01 Retention Step-Change

Moved from high-80s in 2025 to 92% in Q1 2026 — a fundamental shift in subscription health.

02 ARR Per Subscriber Up

Higher for 7 of the last 8 quarters as customers trade up to ACCESS PR tiers.

03 Cost Discipline

Operating expenses down $580K (-11%) sequentially and -6% YoY — flexibility to act on macro headwinds.

A fundamental shift in subscription health

RETENTION RATE — Q1 2026

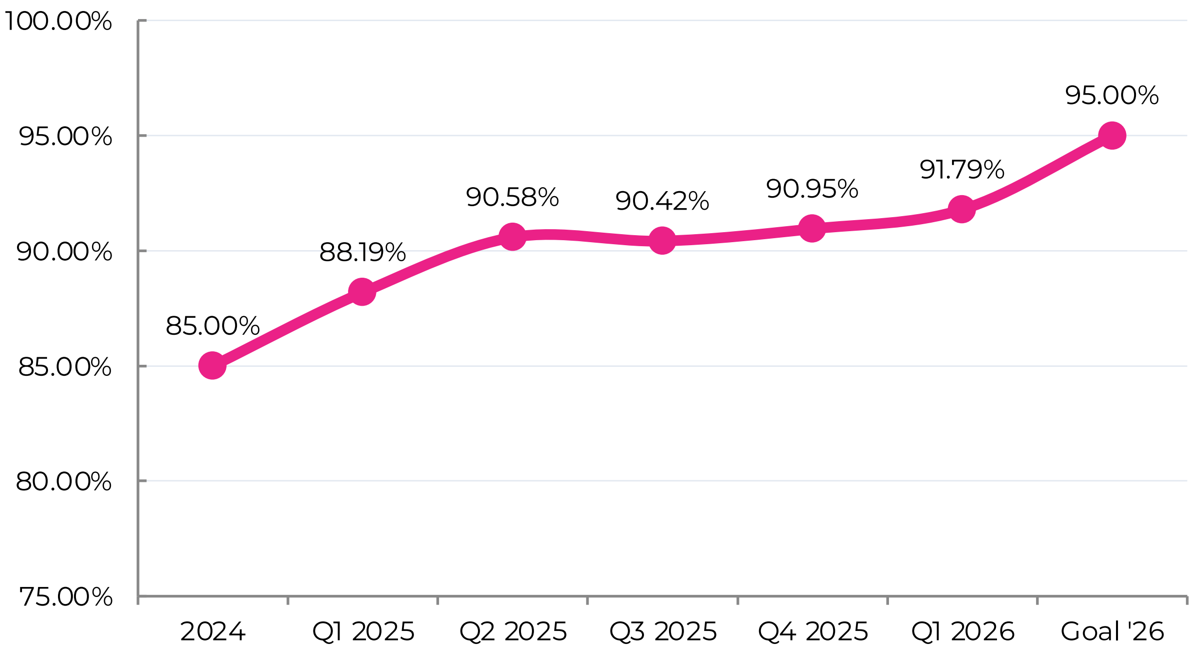
92%

up from high-80s in 2025

Year-End Goal

>95%

Retention Rate Progression



Quarterly & annual billing

Forward-committed revenue

Rebuilt customer success

Proactive, value-led motion

Product resonance

New tiers drive stickiness

PRODUCT INNOVATION

New subscription tiers are commercializing now

20%

ARR LIFT FROM SOCIAL MONITORING

60% of ACCESS PR customers opted in

~$550K implied ARR over next 12 months · $200/mo per upgrading subscriber

$550K

implied ARR (12-mo)

LIVE · COMMERCIALIZING

Social Monitoring

Subscription upgrade and part of new ACCESS PR plans — driving incremental ARR per customer.

20%

ARR lift per upgrade

LIVE · STRONG EARLY FEEDBACK

ACCESS Verified

AI-powered editorial assistant. Customers report time savings and higher pre-distribution confidence.

AI

competitive moat

LIVE NOW · MCP

Dynamic Analytics (#KillTheReport)

AI-assisted real-time performance & analytics engine — transparent vs. legacy opaque reports.

Q2

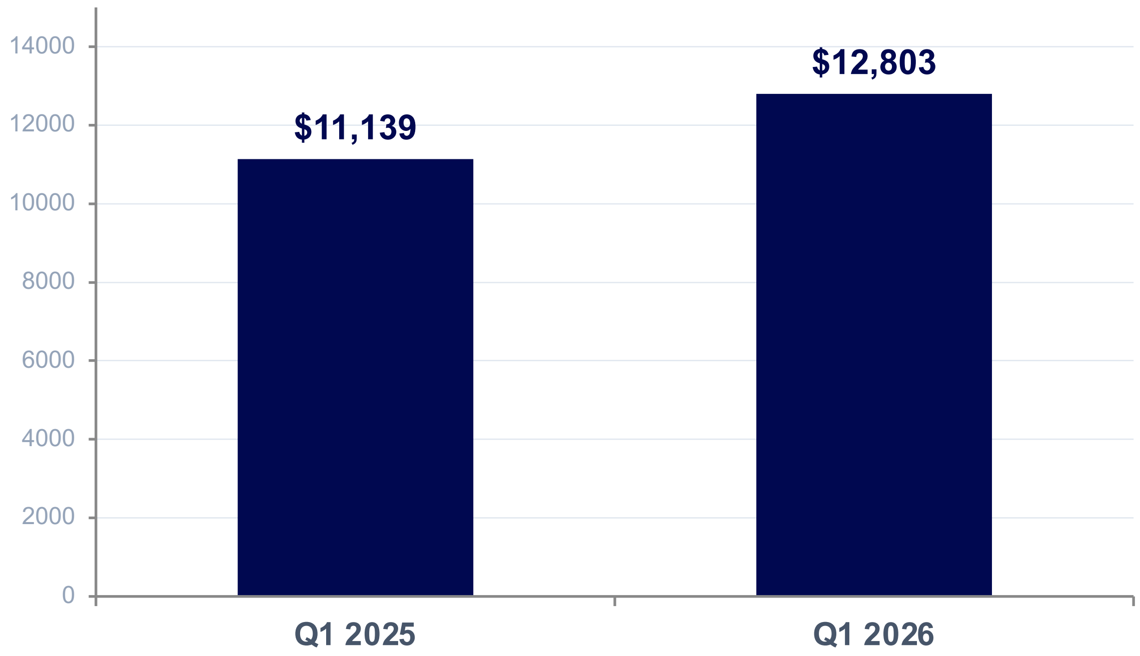
immediate revenue

ARR & SUBSCRIBERS

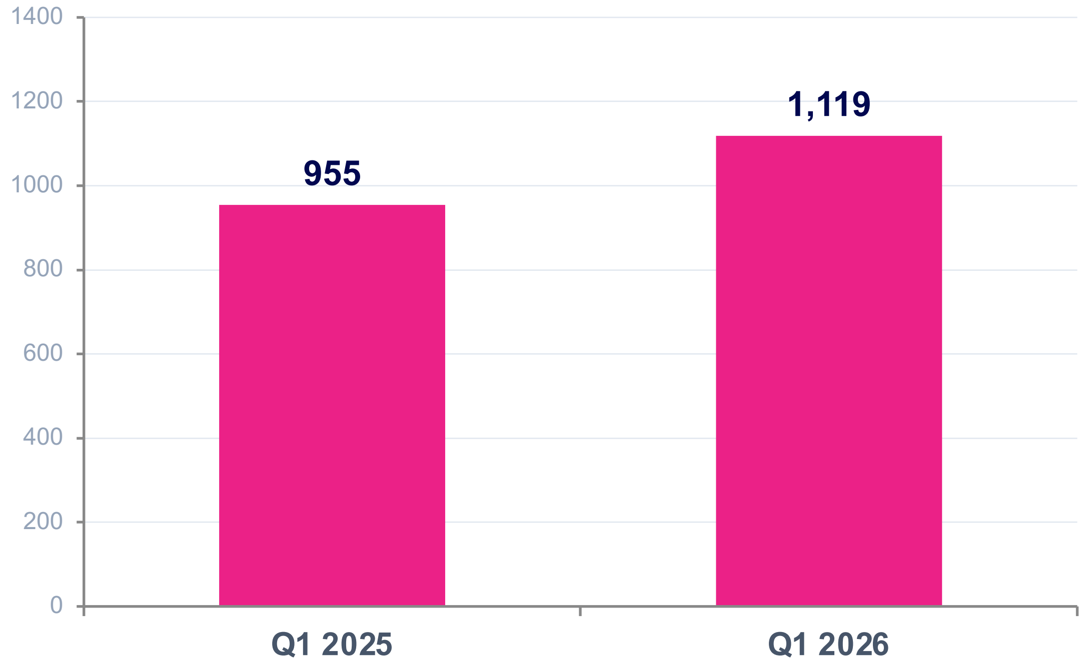
Growing the base and the value per subscriber

ARR per Subscriber	Total Subscribers	New Customers (Q1)	Sequential ARR
$12,803	**1,119**	**110**	**+2%**
+15% YoY	+17% YoY	Higher quality mix	vs. Q4 2025

ARR per Subscriber



Total Subscribers



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Steve Knerr

Chief Financial Officer

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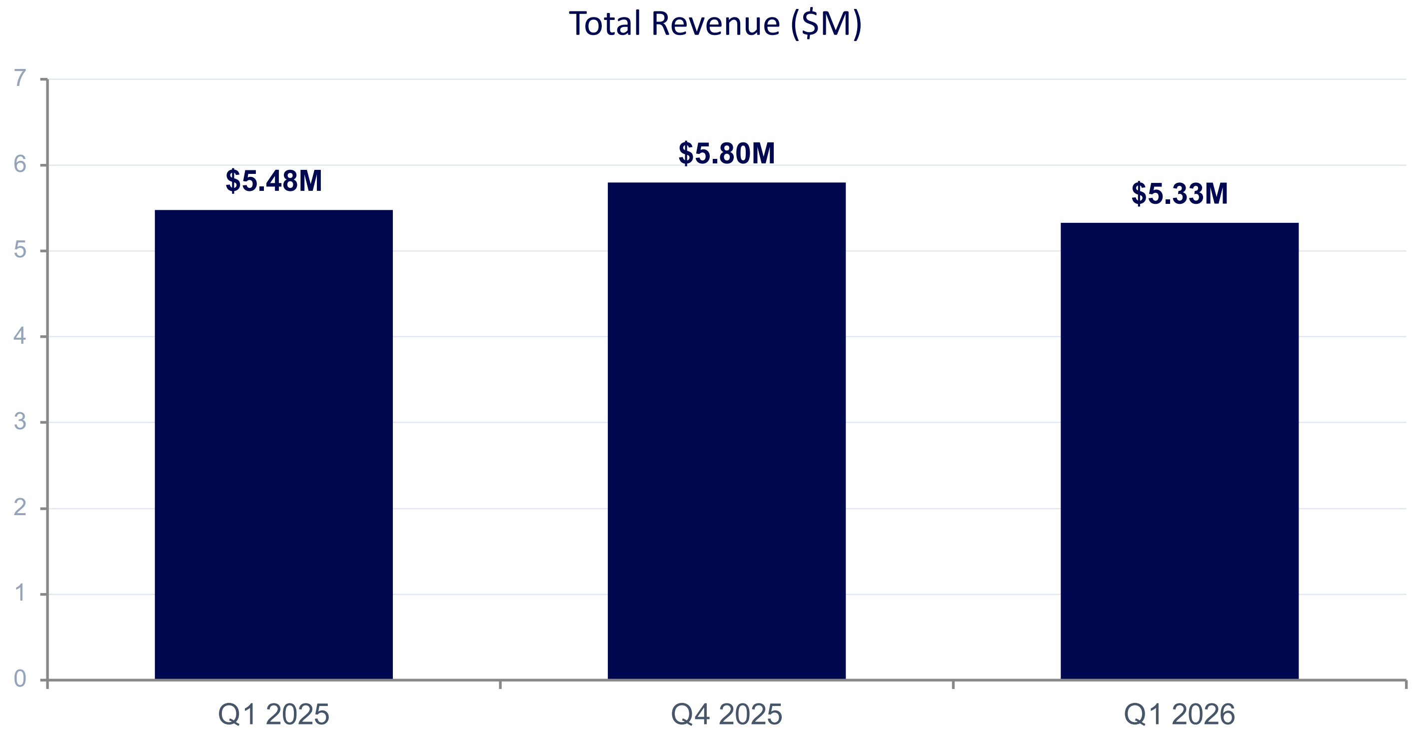

REVENUE COMPOSITION

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PR Platform & Media Suite

+23%

Sequentially and YoY — +$200K from new subscription tier monetization

Operating costs down 11% sequentially, 6% year-over-year

OPERATING COSTS — Q1 2026

$4.7M

-$580K

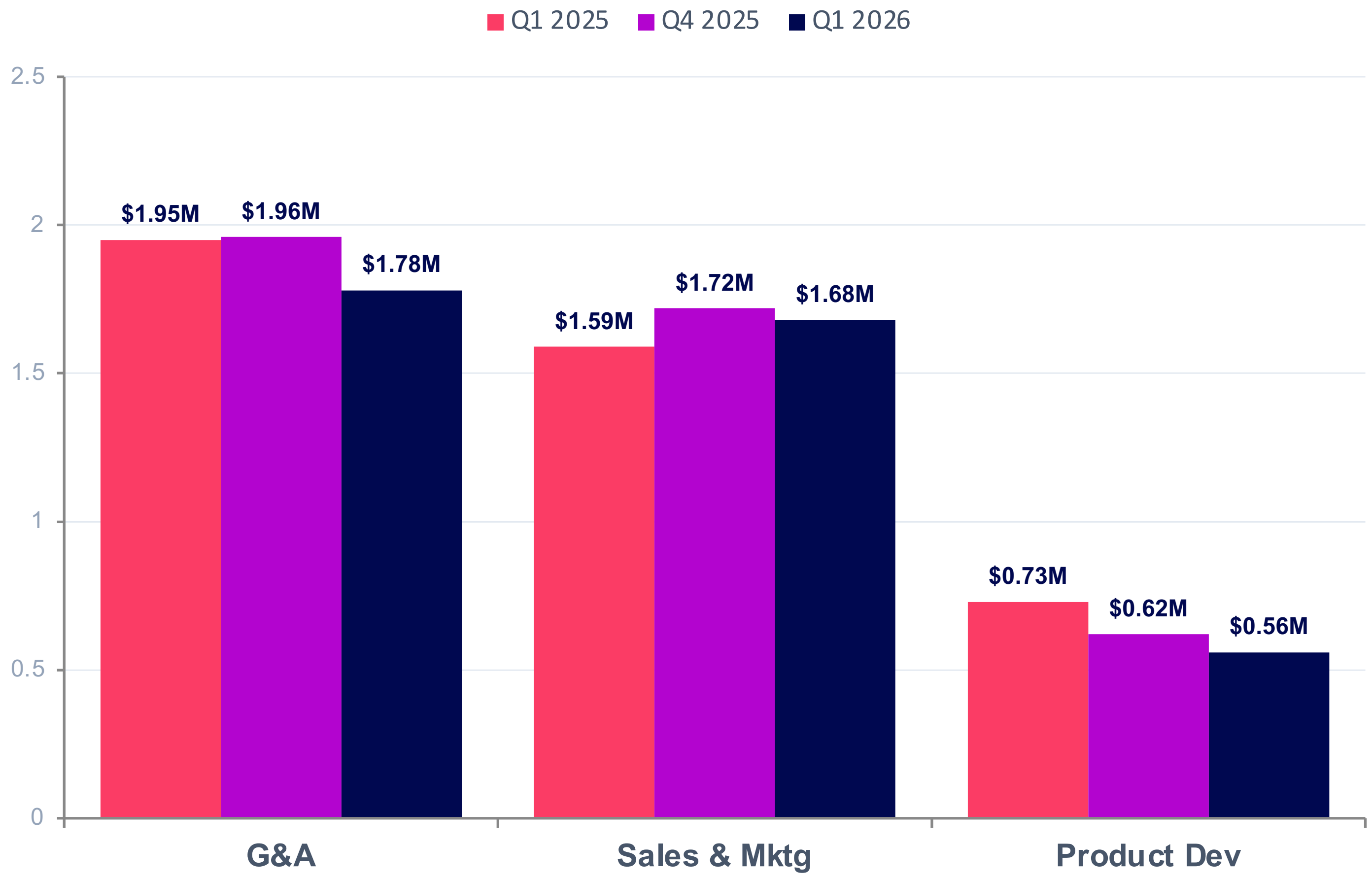
vs. Q4 2025 · -11% sequentially

-$281K

vs. Q1 2025 · -6% year-over-year

Discipline without compromising product roadmap.

Operating Expense Breakdown ($M)



PROFITABILITY

Margins resilient; loss narrowed YoY despite revenue softness

Gross Margin

74%

Q4 '25: 77% · Q1 '25: 78%

Adjusted EBITDA

$564K

11% of revenue

Operating Loss

$(718K)

Improved vs. Q4 '25

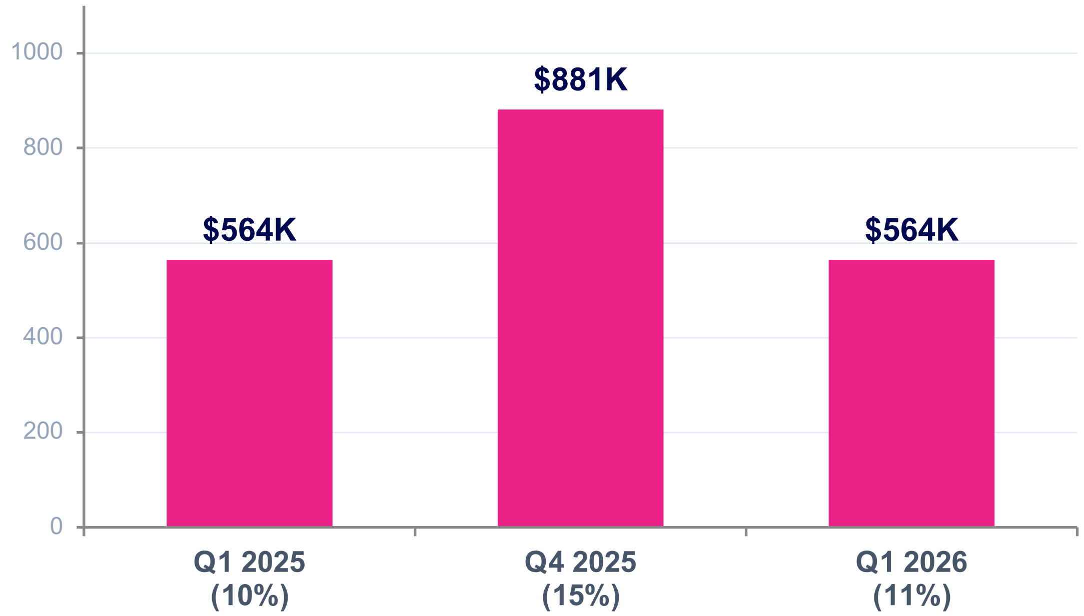
Net Loss (GAAP)

$(611K)

Improved 20% YoY

Net Loss from Continuing Operations ($K)

Adjusted EBITDA ($K) — % of Revenue



Levers we're pulling for top-line growth in 2026

1. **Commercialize the new product suite**

   Social Monitoring at 20% ARR lift · ACCESS Verified live · MCP analytics shipping incremental upsell revenue beginning Q2.

2. **Marketplace & strategic partnerships**

   Hootsuite live as first integration; pipeline of additional partners — enterprise acquisition catalyst for H2 2026.

3. **Pressrelease.com brand investment**

   Continued trade-show activity and brand build; materially lower CAC than core platform.

4. **Cost flexibility**

   Actively evaluating further SG&A efficiencies — prepared to act on macro headwinds without cutting innovation.

5. **Capital return**

   Continued share repurchases; over half of authorized plan complete with intent to finish and extend.

IN CLOSING

Focused, disciplined, and innovating

92%
Retention rate
Up from high-80s

$12,803
ARR / Subscriber
+15% YoY

1,119
Total Subscribers
+17% YoY

$550K
Implied ARR (Social Monitoring)
Next 12 months

-11%
Operating Costs QoQ
Disciplined

$5.3M
Q1 Revenue
Seasonal — focus is growth

"We will continue to out-innovate our peers, deliver value beyond a press release, and grow market share."

— Brian Balbirnie, Founder & CEO

ACQUISITION ECONOMICS

Customer acquisition costs trending in the right direction

SUBSCRIBER CAC

$5,292

Quarter ended March 2026 · trending lower as brand traction builds and retention improves

NON-SUBSCRIBER CAC

$2,279

pressrelease.com showing materially lower CAC — baseline to be set by year-end

DRIVERS OF IMPROVING ECONOMICS

Brand Traction

Growing recognition in market

Retention Lift

92% rate compounds LTV

New Customer Inflow

110 new in Q1

EDU Pipeline

Long-tail growth channel

FIRST QUARTER 2026

Closing Remarks

Subscription strength, retention milestone, and product momentum

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