

Appointment to Investment Advisory Board

Fragrant Prosperity Holdings Ltd

22 April 2025

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For immediate release

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Fragrant Prosperity Holdings Limited

("FPP" or the "Company")

Appointment of David Brown to newly formed FPP Investment Advisory Board

Fragrant Prosperity Holdings Limited ("FPP" or the "Company") is pleased to announce the appointment of David Brown to its newly formed Investment Advisory Board ("IAB"), a key strategic addition in support of the Company's fintech acquisition ambitions.

David is a recognised leader in fintech, digital payments, and AI-driven financial innovation. He brings deep industry expertise and a strong network to FPP's acquisition strategy.

David was an early pioneer in applying artificial intelligence and machine learning in financial services. As a founding director of Previser, one of the first companies to use AI to make supplier payments instant, he played a key role in securing significant investment and building strategic momentum in the early days of the AI-in-fintech movement.

He was also the founder of Oxygen Finance ("Oxygen"), a pioneering early payment platform focused on the public sector. David raised the initial £20 million and led the business through to its acquisition by Arrowgrass. Under his leadership, Oxygen secured major contracts and grew into a leading fintech with strong recurring revenues.

Over the past 20 years, David has launched and scaled multiple ventures across the fintech landscape, earning accolades including Fintech New Product of the Year 2023 and Microsoft Growth X Winner 2021.

David joins the IAB alongside Simon Retter and Richard Samuel to support the identification and evaluation of acquisition targets, with a focus on the transformative potential of artificial intelligence in financial services.

David Brown commented:

"I'm excited to join FPP at a time when AI is reshaping the fintech landscape. I've spent my career backing early innovation and building businesses that scale. The opportunity to acquire a standout fintech leveraging AI at its core is what drives me-and I look forward to making it happen with the FPP team."

The Company looks forward to David's impact as it advances toward securing a transformative acquisition.

This announcement contains inside information for the purposes of Article 7 of Regulation (EU) 596/2014 which is part of UK law by virtue of the European Union (Withdrawal) Act 2018. Upon the publication of this announcement this information is considered to be in the public domain.

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