

Global Luxury Brand Expands BrandPilot AI to Three European Markets Following U.S. Commercial Engagement

Expansion into United Kingdom, Sweden and France Marks BrandPilot AI's First European Deployment; U.S. Program Has Recorded 73% Recovery Rate

Toronto, Ontario--(Newsfile Corp. - September 24, 2026) - **BrandPilot AI Inc. (CSE: BPAI) (OTCQB: BPAIF) ("BrandPilot" or the "Company")**, a performance marketing technology company focused on identifying inefficiencies and improving visibility into digital advertising performance, today announced that its previously disclosed global luxury brand customer has expanded its commercial, performance-based engagement to the United Kingdom, Sweden and France. The three markets went live on September 1, 2026, and represent the Company's first deployment in Europe.

The expansion follows the Company's June 8, 2026 announcement that the customer had progressed from an initial U.S. trial into an ongoing commercial engagement.

The Company's technology has been live across the customer's U.S. branded search program since April 2026. From April 13 through September 21, 2026, the U.S. program recorded a 73% recovery rate on the branded search spend managed by the Company's technology.

Recovery rate is calculated as advertising spend identified as reclaimed by the Company's platform divided by the branded search spend managed by the Company's technology during the applicable period. The 73% recovery rate is based on Company platform data from April 13 through September 21, 2026. Results are specific to this customer, campaign configuration and measurement period and may not be representative of results achieved by other customers.

Under the expanded engagement, BrandPilot's technology is now being used across the customer's branded search activity in four markets. The European markets operate under the same performance-based commercial model as the U.S. engagement, under which the Company is compensated based on realized advertising efficiencies. The European markets remain in the initial phase of implementation.

The relationship progressed from an initial U.S. trial beginning April 13, 2026, to a commercial engagement announced June 8, 2026, followed by expansion into three European markets beginning September 1, 2026.

The expansion provides BrandPilot with its first live European deployment within a digital advertising market that reached €131 billion in 2025, according to IAB Europe's AdEx Benchmark 2025 report. The report also indicated that paid search advertising grew 8.8% year-over-year in 2025.

"This relationship has progressed from a focused U.S. trial to an ongoing commercial engagement and now into three additional markets," said Brandon Mina, Chief Executive Officer of BrandPilot AI. "The U.S. program has recorded a 73% recovery rate on the branded search spend managed by our technology, and the customer has now expanded the engagement into the United Kingdom, Sweden and France. We believe this progression demonstrates how our performance-based model can support customers as they extend adoption across markets."

"Managing branded search across multiple countries introduces additional complexity because competitive auction dynamics can vary significantly by market," said Seif Khemaissia, Chief Growth Officer of BrandPilot AI. "Expanding this engagement into three European markets gives us an

opportunity to apply the same performance-based model across different advertising environments while establishing our first live deployment in the region."

The European expansion does not guarantee any particular level of usage, advertising efficiencies, recovery or revenue. Results may vary between markets based on factors including advertising activity, competitive auction dynamics and customer campaign configuration. The engagement is not currently material to the Company's financial results.

About BrandPilot AI

BrandPilot AI (CSE: BPAI) is a performance marketing technology company headquartered in Toronto, focused on identifying inefficiencies and improving visibility into digital advertising performance for enterprise brands. The Company's core capabilities include AdAi, which is designed to identify potentially inefficient branded search spend; ClickRadar™, which supports advertisers seeking additional visibility into invalid traffic activity; and SearchIQ™, which enables brands to measure and optimize their presence across generative AI search platforms.

BrandPilot operates as an independent performance and validation layer intended to help enterprises improve visibility into advertising performance, campaign efficiency and advertising data quality.

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Forward-Looking Statements

This news release contains "forward-looking information" within the meaning of applicable securities laws relating to the business of BrandPilot AI Inc. ("BrandPilot" or the "Company"). Any such forward-looking statements may be identified by words such as "expects," "anticipates," "believes," "projects," "plans," "intends," "may," "will," and similar expressions. Readers are cautioned not to place undue reliance on forward-looking statements.

Statements regarding, among other things, the continued use of the Company's technology by the global luxury brand; the use and performance of the Company's technology in the United Kingdom, Sweden and France; the extent of future customer usage; the generation of performance-based revenue; the Company's ability to support customers across multiple geographic markets; and the potential for further expansion of the customer relationship are considered forward-looking information. These statements should not be read as guarantees of future performance or results. Forward-looking statements involve significant risks, uncertainties and assumptions. Many factors could cause actual results, performance or achievements to differ materially from those discussed or implied in the forward-looking statements, including, but not limited to: the continuation of the existing customer relationship; the extent and performance of the European engagement; differences in advertising activity and competitive auction dynamics between geographic markets; changes to customer advertising budgets or strategies; changes to digital advertising platforms, technologies or policies; competitive developments within the advertising technology industry; and the Company's ability to execute its business strategy. Although the forward-looking statements contained in this news release are based upon assumptions management believes are reasonable, the Company cannot assure readers that actual results will be consistent with these forward-looking statements. These statements are made as of the date of this news release, and the Company undertakes no obligation to update or revise them except as required by applicable law.

Neither the Canadian Securities Exchange nor its Regulation Services Provider (as that term is defined in the policies of the Exchange) accepts responsibility for the adequacy or accuracy of this release.



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