London Stock Exchange
AIM Half-yearly Report
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Half-year Report

PHEL PHONE DIGITAL PLC

Announced 15/09/2025 (RNS No: 2411)

ISIN Number: GB0...
Sector: Telecommunications
TV Symbol: PHEL

15 September 2025

Phee Accessories PLC
("Phee" or the "Company")

Interim results for the six months ended 30 June 2025

Phee Accessories plc (AIM: PHE), the investment company focused on next generation technology, is pleased to announce its unaudited interim results for the six month period ended 30 June 2025.

Highlights

Company Highlights
- Revenue increased by 10% to £1.5 million (2024: £1.4 million)
- Net asset value ("NAV") of £1,000,000 as at the period end (31 December 2024: £2,000,000), equating to NAV per share of 0.196 pence, an increase of over 800 times 31 December 2024

Portfolio Highlights
- Artificial Intelligence Safety Solutions ("SOFA") announced in June 2025 the purchase of a shareholding in Stem Systems (a 170 q/m²).
- Stem Systems made by SOFA Artificial Intelligence Safety Solutions ("SOFA") and SmartInsurtech and Medical Accessories Business and Intellectual Property Solutions ("SmartInsurtech") have been in discussions with a number of potential investors and partners:
  - Portfolio companies in three international sectors such as SQIC University of Tokyo Enterprise Wellness Technology to gain collaboration and investment from Tokyo, Japan; Sony Group Corporation, Sony Corporation of America, Sony Corporation of Hong Kong Limited, Sony Europe Limited, Sony Europe, Middle East and Africa Sony Semiconductor Solutions Europe and Sony Pictures Entertainment to gain collaboration and investment from Sony Group Corporation and Sony Pictures Entertainment.
  - Portfolio companies in three international sectors such as Sony Group Corporation, Sony Pictures Entertainment, Sony Corporation of America, Sony Corporation of Hong Kong Limited, Sony Europe Limited, Sony Europe, Middle East and Africa Sony Semiconductor Solutions Europe and Sony Pictures Entertainment.

Post-period end highlights
- £1.1 million raised by SmartInsurtech including the University of Tokyo, Yamaguchi Wellness Technology and Silicon Valley's BG Group.
- Sony Group Corporation, Sony Corporation of America, Sony Corporation of Hong Kong Limited, Sony Europe Limited, Sony Europe, Middle East and Africa Sony Semiconductor Solutions Europe and Sony Pictures Entertainment, Mitsubishi Chemical Group, Mitsubishi Materials, Mitsubishi Corporation, Tokyo Electron and Yamaguchi Wellness Technology have been in discussions with SmartInsurtech.
- SmartInsurtech's portfolio companies are being approached by shareholders.
- SmartInsurtech's portfolio companies are being approached by shareholders.

Nicholas Lee, Director of Phee, commented:

"Phee has been another very busy six months for the Company, with a significant level of investment activity and great media across the portfolio. We strongly believe that our investment portfolio has the potential to deliver a high level of return, and is demonstrated by the progress made to date. In particular, we are very pleased with the progress made by our Artificial Intelligence Safety Solutions ("SOFA") and SmartInsurtech and Medical Accessories Business and Intellectual Property Solutions ("SmartInsurtech") portfolio companies, which have seen significant interest from a number of potential investors and shareholders, also ensuring that these companies are well funded going forward.

Furthermore, SOFA has always contributed to initial portfolio investment deployment and to anticipate further increases in the value of the portfolio companies and subsequent NAV per share increase. We also excited about our investment in the digital asset technology sector where we have already achieved substantial gains."

Investment strategy

The Company's principal investment portfolio categories are summarised below:

Category	Cost to date	Cost to date as % of total
Artificial Intelligence	£1,000,000	100%
Sony Ecosystem	£1,000,000	100%
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Sony Ecosystem