

PainChek wins 1,800-licence UK contract with Hallmark

Agreement covers all 23 homes and adds new recurring revenue in 2027

Highlights

- Agreement with new UK care provider Hallmark Luxury Care Homes covers all 23 homes across England and Wales.
- Approximately 1,800 additional resident licences committed, all new business for PainChek's UK contracted base.
- Builds on 33,470 implemented UK licences at 30 June 2026.
- Implementation is scheduled to commence in late January 2027, with full rollout expected by 30 June 2027.

Sydney, Australia, 27 October 2026: PainChek Limited (ASX: PCK), developer of an AI-powered pain assessment and monitoring application, has secured an agreement with Hallmark Luxury Care Homes to introduce PainChek across its entire portfolio of 23 homes in England and Wales.

The new customer win adds approximately 1,800 committed resident licences to PainChek's UK customer base, delivering contracted growth with a defined rollout.

The agreement builds on PainChek's established UK business. At 30 June 2026, PainChek had 90,198 implemented licences globally, generating A\$4.46 million in implemented annual recurring revenue (ARR). This included 33,470 implemented licences and A\$1.85 million in implemented ARR in the UK.¹

The approximately 1,800 Hallmark licences represent additional contracted business and are not included in these figures.

Expanding adoption across UK care

Hallmark is a family-run UK provider of residential, nursing and dementia care. Testament to the quality of the care provided, Hallmark is proud to be multi-award winning and rated 9.8/10 across all homes on carehome.co.uk by residents and relatives.

The contract extends PainChek's presence across England and Wales, including six Hallmark homes in Wales.

Adoption across all 23 homes will support a consistent approach to pain assessment and monitoring, including for residents who cannot reliably communicate their pain. For PainChek, the agreement expands the number of care teams and residents able to use its technology under a single customer relationship.

The relationship also provides scope to pursue adoption in future Hallmark homes and acquisitions. These are outside the current contract and would require separate agreement.

Contracted growth with a defined rollout

Implementation is scheduled to commence in late January 2027, with full rollout expected by 30 June 2027, supported by staff training across Hallmark's homes.

The near-term priority is to deliver implementation and training, support adoption within day-to-day care and establish ongoing use across the contracted portfolio.

Karen Holzberger, CEO of PainChek, said

"We are delighted to welcome Hallmark as a customer and to support care teams across all 23 homes in delivering more consistent, person-centred pain assessment for their residents. This partnership is a positive result for our UK business. We have secured a new customer, approximately 1,800 additional resident licences for PainChek, with rollout planned across its entire portfolio."

“Our immediate priority is to work closely with Hallmark’s care teams to deliver a smooth rollout and help embed PainChek into everyday practice. By supporting confident, consistent use across the portfolio, we aim to create meaningful value for Hallmark’s residents and teams while building a strong, long-term customer partnership.”

Julie Rayner, Care Quality, Governance and Compliance Director at Hallmark Luxury Care Homes, said

“Understanding when a resident is experiencing pain is fundamental to delivering the care they need, particularly when they cannot easily tell us how they feel. Introducing PainChek across our homes will give our teams an additional tool to support more consistent pain assessment and help inform individual care decisions.”

“We look forward to working with the PainChek team on training and implementation, with a clear focus on making the technology part of everyday care for our residents.”

Released with approval of Painchek board.

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For more information

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About PainChek

PainChek develops digital pain assessment and monitoring tools to support care for people who cannot reliably self-report pain. Its application combines AI-assisted facial analysis with a structured clinical assessment and the Numerical Rating Scale, supported by reporting and analytics.

www.painchek.com

About Hallmark Luxury Care Homes

At Hallmark Luxury Care Homes, we live for every moment. Like you we know that getting older comes with its own unique set of challenges. But here we believe ageing is a privilege, and everyone with their own quirks and differences should be embraced, celebrated, and supported to thrive in later life. This has been our mission since we opened the doors of our first care home in 1997.

Today over 2,500 dedicated and passionate team members continue to deliver on this, placing residents and their loved ones at the heart of everything they do across our luxury care homes in England and Wales. So, for the big moments, the small moments, the shared smiles and shared tears – we’re here for every single one.

hallmarkcarehomes.co.uk

Forward looking statements

Statements concerning implementation, billing commencement, customer adoption and future expansion reflect current expectations and are subject to implementation schedules, customer decisions and other risks and uncertainties. Actual outcomes may differ materially. Any expansion beyond the contracted 23 homes remains subject to further agreement.

¹ Source: PainChek June 2026 Quarterly Activities Report, released 29 July 2026, pages 2 and 4.