

For Immediate Release

Pioneering Technology Reports Fiscal Year 2025 Financial Results

Mississauga, ON (January 28, 2026) – Pioneering Technology Corp. (TSXV: PTE) (“Pioneering” or the “Company”), a technology company and North America’s leader in cooking fire prevention technology and products reports its audited 2025 financial results for the year ended September 30, 2025. Pioneering’s audited annual financial statements and MD&A are available on SEDAR+ (www.sedarplus.ca)

Financial Highlights:

- Revenue in fiscal year 2025 was \$2,602,979 versus \$2,742,504 in fiscal 2024, a decrease of 5%.
- Revenue for the three months ended September 30th was \$640,943 versus \$675,029 in 2024.
- Gross margin remained strong at 50% in fiscal 2025 as compared to 49% in fiscal 2024.
- Expenses in fiscal 2025 were \$1,908,510, a decrease of 16% or \$350,473 versus the same period last year. This decrease (\$350,473) was driven by two things:
 - sales and marketing costs decreased 25% to \$734,522 in 2025 from \$980,135 the prior year. The Company focused solely on those activities that were expected to contribute directly to future sales and business development growth, and
 - foreign exchange gain of \$112,831 in fiscal 2025, an increase of \$126,660 from the loss of \$(13,829) in fiscal 2024.
- Loss for the year decreased 33% (\$634,428) in 2025 vs. a loss of (\$952,556) in fiscal 2024.
- Loss of \$0.01 per share in fiscal 2025, compared to a loss of \$0.02 per share in fiscal 2024.
- The Company has current assets of \$2.1 million and \$900K in working capital.

Selected Financial Results – Past Four Fiscal Years Ended September 30:

	FY2025 (audited)	FY2024 (audited)	FY2023 (audited)	FY2022 (audited)
Revenue	2,602,979	2,742,504	2,872,013	2,437,866
Gross Profit	1,308,551	1,339,037	1,339,320	1,218,387
Expenses	1,908,510	2,258,983	1,982,744	1,761,070
Net Loss	(634,428)	(952,556)	(671,813)	(625,233)
EPS Basic (Loss)	(0.01)	(0.02)	(0.01)	(0.01)
Adjusted EBITDA ¹	(471,052)	(716,836)	(537,407)	(273,913)

¹ Adjusted EBITDA are non-IFRS measures and may not be comparable to similar financial measures disclosed by other issuers. Please refer to “Non-IFRS Measures” at end of this press release.

Pioneering CEO Kevin Callahan said of the results, “While we are not yet where we need to be, we believe our 2025 strategic initiatives, which have not yet translated to increased revenue, are setting us up for future growth. Sales to the US in 2025 were again impacted by additional US tariffs. The Company is working to address this issue by adjusting pricing to the US, directing more of our efforts to increasing Canadian sales opportunities, commercializing new product opportunities and working to introduce some of our products to new markets. The Company reduced its costs by focusing all sales and business development activities on those initiatives that are expected to help drive new and increased revenue going forward, while further managing costs. The Company believes that these activities together with a focus on sales pipeline

development and new business development activities will deliver growth via improved sales results, margins and future revenue. The Company is focused on a return to profitability and remains committed to making our business successful for all stakeholders.”

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About Pioneering Technology Corp: Pioneering, based in Mississauga, Ontario is an "energy smart" technology company and North America's leader in innovative cooking fire prevention technologies and products. Our mission is simple: To help protect people and property from the number one cause of household fire – cooking fires. We do this by engineering and bringing to market energy-smart solutions that make consumer appliances safer, smarter, and more efficient. Our patented cooking-fire prevention products address the multi-billion-dollar problem of cooking fires. According to the National Fire Protection Association, stovetop cooking is the number one cause of household fire and fire injuries in North America. Pioneering's temperature limiting control (TLC) technology is installed in over 450,000 multi-residential housing units across North America without a single cooking fire, delivering peace of mind and a solid return on investment for its customers. Pioneering's proprietary cooking fire prevention solutions include SmartElement, SmartBurner, SmartRange, SmartMicro, and are suitable for the majority of the more than 140 million stoves/ranges and over 140 million microwave ovens in use throughout North America. For more info, go to www.pioneeringtech.com.

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Forward Looking Statements

The statements made in this press release include forward-looking statements that involve a number of risks and uncertainties. These statements relate to future events or future performance and reflect management's current expectations and assumptions. A number of factors could cause actual events, performance or results to differ materially from the events, performance and results discussed in the forward-looking statements, such as the economy, generally, competition in Pioneering's target markets, the demand for Pioneering's products, the availability of funding and the efficacy of Pioneering's technology and governmental regulation and the impact of US tariffs. These forward-looking statements are made as of the date hereof and, except as required by applicable law, Pioneering does not assume any obligation to update or revise them to reflect new events or circumstances. Actual events or results could differ materially from Pioneering's expectations and projections.

Non-IFRS Measures

Adjusted EBITDA is a measure not recognized under International Financial Reporting Standards ("IFRS"). However, management of Pioneering believes that most shareholders, creditors, other stakeholders and investment analysts prefer to have these measures included as reported measures of operating performance, a proxy for cash flow, and to facilitate valuation analysis. Adjusted EBITDA is defined as earnings before interest income, taxes, depreciation and amortization, impairment losses, stock-based compensation, restructuring costs included in general and administration expense, fair value movement – derivative liability and other non-recurring gains or losses including transaction costs related to acquisition. Management believes Adjusted EBITDA is a useful measure that facilitates period-to-period operating comparisons. Adjusted EBITDA does not have any standard meanings prescribed by IFRS and therefore, may not be comparable to similar measures presented by other issuers. Readers are cautioned that Adjusted EBITDA is not an alternative to measures determined in accordance with IFRS and should not, on its own, be construed as indicators of performance, cash flow or profitability. References to Pioneering's Adjusted EBITDA should be read in conjunction with the financial statements and management's discussion and analysis of Pioneering posted on SEDAR (www.sedar.com). For a reconciliation of Adjusted EBITDA as presented by Pioneering to net income, please refer to Pioneering's management's discussion and analysis.

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