



IREN Acquires Awaken to Support Global Brand Growth

NEW YORK, May 18, 2026 (GLOBE NEWSWIRE) – IREN Limited (NASDAQ: IREN) (“IREN”) today announced the acquisition of Awaken, a creative and media agency specializing in content strategy and brand development for high-growth companies.

As part of the transaction, Awaken will cease independent operations and senior members of the team will join IREN under executive employment agreements, including Founder and CEO Chris Parker, who will lead IREN’s brand and marketing strategy.

Awaken has served as IREN’s lead external marketing partner, supporting the Company’s AI Cloud growth initiatives. Bringing the team in-house reflects IREN’s focus on strengthening brand awareness as IREN expands into new regions and customer segments.

As IREN scales across North America, Europe and APAC, the Awaken team will play a central role in building a globally recognized brand and ensuring IREN’s market positioning keeps pace with its growing platform and customer base.

Daniel Roberts, Co-Founder and Co-CEO of IREN, commented: “As we expand across new geographies and customer segments, brand awareness and customer engagement become increasingly important. Chris and the Awaken team have been trusted partners to IREN for some time, and bringing those capabilities in-house was a natural next step as the platform continues to scale.”

Chris Parker added: “IREN has built a differentiated platform and a strong foundation for growth. I’m excited to join the IREN team and help elevate our brand and reach to match the scale of what we are building.”

About IREN

IREN is a vertically integrated AI Cloud provider, delivering large-scale data centers and GPU clusters for AI training and inference. IREN’s platform is underpinned by its expansive portfolio of grid-connected land and power in renewable-rich regions across North America, Europe and APAC.

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Forward-Looking Statements

This news release contains “forward-looking statements” within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended, that involve substantial risks and uncertainties. Forward-looking statements generally relate to future events or IREN’s future financial or operating performance. Forward-looking statements include information concerning possible or assumed future results of operations, including descriptions of our business plan and strategies, revenue targets and trends we expect to affect our business. These statements often include words such as “anticipate,” “believe,” “may,” “can,” “should,” “could,” “might,” “plan,” “possible,” “project,” “strive,” “budget,” “forecast,” “expect,” “intend,” “target,” “will,” “estimate,” “predict,” “potential,” “continue,” “scheduled”. Forward-looking statements may also be made, verbally or in writing, by members of our Board or management team in connection with this news release.

These forward-looking statements are based on management’s current expectations and beliefs. These statements are neither promises nor guarantees, but involve and are subject to known and unknown risks, uncertainties and other important factors that may cause IREN’s actual results, performance or achievements to differ materially from any future results performance or achievements expressed or implied by the forward-looking statements, including IREN’s ability to successfully execute on its growth strategies and operating plans, achieve its targeted annualized AI Cloud revenue, continue to develop its existing data center sites, design and deploy direct-to-chip liquid cooling systems, and diversify and expand into the market for high performance computing solutions (including the market for cloud services and potential colocation services), along with other important factors discussed under the caption “Risk Factors” in IREN’s Annual Report on Form 10-K, filed with Securities and Exchange Commission (the “SEC”) on August 28, 2025 and our other filings with the SEC. These and other important factors could cause actual results to differ materially from those indicated by the forward-looking statements made in this press release. Any forward-looking statement included in this press release speaks only as of the date of such statement. Except as required by law, IREN disclaims any obligation to update or revise, or to publicly announce any update or revision to, any of the forward-looking statements, whether as a result of new information, future events or otherwise.