

Blackbird plc
("Blackbird" or the "Company")

Director/PDMR Shareholdings and Total Voting Rights

Blackbird plc (AIM: BIRD), developer and seller of the patented market-leading cloud video editing platform Blackbird, announces an update on the Director/PDMR shareholdings in the Company pursuant to the Company's placing announced on 29 November 2019 (the "Placing"). Capitalised terms used but not defined in this announcement shall have the meanings given to such terms in the announcement issued by the Company dated 29 November 2019 unless otherwise defined herein.

The table below sets out the Directors' shareholdings in the Company subsequent to the First Admission (which occurred this morning) and to the Second Admission (which is expected to occur on 18 December 2019 and is subject to shareholder approval).

Director	<i>Prior to the Placing</i>		<i>First Admission</i>		<i>Second Admission</i>	
	Number of Ordinary Shares	Percentage of Ordinary Shares	Number of Ordinary Shares	Percentage of Ordinary Shares	Expected Number of Ordinary Shares	Expected Percentage of Ordinary Shares
Stephen Streater	64,485,714	21.81%	64,485,714	19.86%	64,485,714	19.24%
Ian McDonough*	20,082,796	6.79%	20,082,796	6.19%	22,752,804	6.79%
Stephen White	-	-	-	-	214,286	0.06%
Andrew Bentley	30,000	0.01%	30,000	0.01%	101,429	0.03%
David Main*	1,035,714	0.35%	1,035,714	0.32%	1,107,143	0.33%
Dawn Airey	-	-	-	-	71,429	0.02%

*and family interests

Total Voting Rights

Following First Admission which occurred on 4 December 2019, the Company's enlarged issued share capital comprises 324,623,725 Ordinary Shares, with voting rights. The Company does not hold any Ordinary Shares in treasury. Therefore, the total number of Ordinary Shares in the Company with voting rights is 324,623,725.

Following Second Admission, the Company's enlarged issued share capital will comprise 335,239,092 Ordinary Shares, with voting rights. The Company does not hold any Ordinary Shares in treasury. Therefore, the total number of Ordinary Shares in the Company with voting rights will be 335,239,092.

These figures may be used by shareholders in the Company as the denominator for the calculations by which they will determine if they are required to notify their interest in, or a change in their interest in, the share capital of the Company under the FCA's Disclosure Guidance and Transparency Rules.

Contacts

Blackbird plc

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About Blackbird plc

Blackbird operates in the fast-growing SaaS and cloud video market and has created the world's most advanced suite of cloud-native computing applications for video, all underpinned by its lightning-fast codec. Blackbird's patented technology allows for frame accurate navigation, playback, viewing and editing in the cloud. Blackbird underpins multiple applications, which are used by rights holders, broadcasters, sports and news video specialists, esports, live events and content owners, post-production houses, other mass market digital video channels and corporations.

Since it is cloud-native, Blackbird removes the need for costly, high end workstations and can be used from almost anywhere on almost any device. It also allows full visibility on multi-location digital content, improves time to market for live content such as video clips and highlights for social media distribution, and ultimately results in much more effective monetisation.

Blackbird® is a registered trademark of Blackbird plc.

Websites

www.blackbird.video

Social media

www.linkedin.com/company/blackbird-cloud

www.twitter.com/blackbirdcloud

www.facebook.com/blackbirdplc

Notification and public disclosure of transactions by persons discharging managerial responsibilities and persons closely associated with them

1	Details of the person discharging managerial responsibilities / person closely associated		
a)	Name	Ian McDonough	
2	Reason for the notification		
a)	Position/status	Chief Executive Officer	
b)	Initial notification /Amendment	Initial notification	
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
a)	Name	Blackbird plc	
b)	LEI	2138006DWRVTIAVW3415	
4	Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted		
a)	Description of the financial instrument, type of instrument Identification code	Ordinary shares of 0.8p each in Blackbird plc Identification code (ISIN) for Blackbird plc ordinary shares: GB0004740477	
b)	Nature of the transaction	Purchase of Ordinary Shares	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		14p	717,136
d)	Aggregated information - Aggregated volume - Price	N/A	
e)	Date of the transaction	18 December 2019	
f)	Place of the transaction	Outside a Trading Venue - placing of new ordinary shares	

1	Details of the person discharging managerial responsibilities / person closely associated		
a)	Name	Andrew Bentley	
2	Reason for the notification		
a)	Position/status	Non-Executive Chairman	
b)	Initial notification /Amendment	Initial notification	
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
a)	Name	Blackbird plc	
b)	LEI	2138006DWRVTIAVW3415	
4	Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted		
a)	Description of the financial instrument, type of instrument Identification code	Ordinary shares of 0.8p each in Blackbird plc Identification code (ISIN) for Blackbird plc ordinary shares: GB0004740477	
b)	Nature of the transaction	Purchase of Ordinary Shares	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		14p	71,429
d)	Aggregated information - Aggregated volume - Price	N/A	
e)	Date of the transaction	18 December 2019	
f)	Place of the transaction	Outside a Trading Venue - placing of new ordinary shares	

1	Details of the person discharging managerial responsibilities / person closely associated		
a)	Name	David Main	
2	Reason for the notification		
a)	Position/status	Non-Executive Director	
b)	Initial notification /Amendment	Initial notification	
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
a)	Name	Blackbird plc	
b)	LEI	2138006DWRVTIAVW3415	
4	Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted		
a)	Description of the financial instrument, type of instrument Identification code	Ordinary shares of 0.8p each in Blackbird plc Identification code (ISIN) for Blackbird plc ordinary shares: GB0004740477	
b)	Nature of the transaction	Purchase of Ordinary Shares	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		14p	71,429
d)	Aggregated information - Aggregated volume - Price	N/A	
e)	Date of the transaction	18 December 2019	
f)	Place of the transaction	Outside a Trading Venue - placing of new ordinary shares	

1	Details of the person discharging managerial responsibilities / person closely associated		
a)	Name	Stephen White	
2	Reason for the notification		
a)	Position/status	Chief Operating and Financial Officer	
b)	Initial notification /Amendment	Initial notification	
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
a)	Name	Blackbird plc	
b)	LEI	2138006DWRVTIAVW3415	
4	Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted		
a)	Description of the financial instrument, type of instrument Identification code	Ordinary shares of 0.8p each in Blackbird plc Identification code (ISIN) for Blackbird plc ordinary shares: GB0004740477	
b)	Nature of the transaction	Purchase of Ordinary Shares	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		14p	214,286
d)	Aggregated information - Aggregated volume - Price	N/A	
e)	Date of the transaction	18 December 2019	
f)	Place of the transaction	Outside a Trading Venue - placing of new ordinary shares	

1	Details of the person discharging managerial responsibilities / person closely associated		
a)	Name	Dawn Airey	
2	Reason for the notification		
a)	Position/status	Non-Executive Director	
b)	Initial notification /Amendment	Initial notification	
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
a)	Name	Blackbird plc	
b)	LEI	2138006DWRVTIAVW3415	
4	Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted		
a)	Description of the financial instrument, type of instrument Identification code	Ordinary shares of 0.8p each in Blackbird plc Identification code (ISIN) for Blackbird plc ordinary shares: GB0004740477	
b)	Nature of the transaction	Purchase of Ordinary Shares	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		14p	71,429
d)	Aggregated information - Aggregated volume - Price	N/A	
e)	Date of the transaction	18 December 2019	

f)	Place of the transaction	Outside a Trading Venue - placing of new ordinary shares
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