

19 December 2019

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

**Grant of Share Options**

Blackbird plc (AIM: BIRD), developer and seller of market-leading cloud video platform Blackbird, announces that on 19 December 2019 options over the Company's ordinary shares of 0.8 pence were granted to the directors listed below as part of an employee-wide share option grant over 4,600,000 unissued Ordinary Shares:

<b>Name</b>	<b>Title</b>	<b>Number of Options</b>	<b>Exercise Price</b>	<b>Number of Options Post Grant</b>
Ian McDonough	Chief Executive Officer	1,250,000	16.00p	5,130,000
Stephen Streater	R&D Director	340,000	16.00p	1,370,000
Stephen White	Chief Operating and Financial Officer	500,000	16.00p	1,000,000
Andrew Bentley	Non-Executive Chairman	120,000	16.00p	760,000
Dawn Airey	Non-Executive Director	160,000	16.00p	410,000
David Main	Non-Executive Director	60,000	16.00p	1,685,000

The options were granted under the Company's EMI share option scheme.

Following the above grant there are a total of 10,355,000 incentive share options granted over unissued Ordinary Shares granted to Directors and PDMRs, representing 3.19% of the Company's current Ordinary share capital of 324,623,725 Ordinary Shares.

**Contacts:**

**Blackbird plc**

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**About Blackbird plc**

Blackbird plc (AIM: BIRD, [www.blackbird.video](http://www.blackbird.video)) floated in February 2000.

Blackbird develops, markets and licenses a powerful cloud video platform using its patented Blackbird technology. The technology 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.

The Blackbird technology allows full visibility of multi-location digital content, improves time to market for live content such as video clips and highlights for social media distribution, and 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.

<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>		
a)	Name	Ian McDonough	
<b>2</b>	<b>Reason for the notification</b>		
a)	Position/status	Chief Executive Officer	
b)	Initial notification /Amendment	Initial notification	
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>		
a)	Name	Blackbird plc	
b)	LEI	2138006DWRVTIAVW3415	
<b>4</b>	<b>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</b>		
a)	Description of the financial instrument, type of instrument Identification code	Ordinary Shares of 0.8p	
b)	Nature of the transaction	Grant of options over ordinary shares	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		16.00p	1,250,000
d)	Aggregated information - Aggregated volume - Price	n/a	
e)	Date of the transaction	19 December 2019	
f)	Place of the transaction	Outside of a trading venue – grant of options	

<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>		
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a)	Name	Stephen Streater	
<b>2</b>	<b>Reason for the notification</b>		
a)	Position/status	R&D Director	
b)	Initial notification /Amendment	Initial notification	
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>		
a)	Name	Blackbird plc	
b)	LEI	2138006DWRVTIAVW3415	
<b>4</b>	<b>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</b>		
a)	Description of the financial instrument, type of instrument Identification code	Ordinary Shares of 0.8p	
b)	Nature of the transaction	Grant of options over ordinary shares	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		16.00p	340,000
d)	Aggregated information - Aggregated volume - Price	n/a	
e)	Date of the transaction	19 December 2019	
f)	Place of the transaction	Outside of a trading venue – grant of options	

<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>		
a)	Name	Stephen White	
<b>2</b>	<b>Reason for the notification</b>		
a)	Position/status	Chief Operating and Financial Officer	
b)	Initial notification /Amendment	Initial notification	
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>		
a)	Name	Blackbird plc	
b)	LEI	2138006DWRVTIAVW3415	
<b>4</b>	<b>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</b>		
a)	Description of the financial instrument, type of instrument Identification code	Ordinary Shares of 0.8p	
b)	Nature of the transaction	Grant of options over ordinary shares	
c)	Price(s) and volume(s)	Price(s)	Volume(s)

		16.00p	500,000	
d)	Aggregated information - Aggregated volume - Price	n/a		
e)	Date of the transaction	19 December 2019		
f)	Place of the transaction	Outside of a trading venue – grant of options		

<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>			
a)	Name	Andrew Bentley		
<b>2</b>	<b>Reason for the notification</b>			
a)	Position/status	Non-Executive Chairman		
b)	Initial notification /Amendment	Initial notification		
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>			
a)	Name	Blackbird plc		
b)	LEI	2138006DWRVTIAVW3415		
<b>4</b>	<b>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</b>			
a)	Description of the financial instrument, type of instrument Identification code	Ordinary Shares of 0.8p		
b)	Nature of the transaction	Grant of options over ordinary shares		
c)	Price(s) and volume(s)	Price(s)	Volume(s)	
		16.00p	120,000	
d)	Aggregated information - Aggregated volume - Price	n/a		
e)	Date of the transaction	19 December 2019		
f)	Place of the transaction	Outside of a trading venue – grant of options		

<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>			
a)	Name	Dawn Airey		
<b>2</b>	<b>Reason for the notification</b>			
a)	Position/status	Non-Executive Director		
b)	Initial notification /Amendment	Initial notification		
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>			
a)	Name	Blackbird plc		
b)	LEI	2138006DWRVTIAVW3415		

<b>4</b>	<b>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</b>		
a)	Description of the financial instrument, type of instrument Identification code	Ordinary Shares of 0.8p	
b)	Nature of the transaction	Grant of options over ordinary shares	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		16.00p	160,000
d)	Aggregated information - Aggregated volume - Price	n/a	
e)	Date of the transaction	19 December 2019	
f)	Place of the transaction	Outside of a trading venue – grant of options	

<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>		
a)	Name	David Main	
<b>2</b>	<b>Reason for the notification</b>		
a)	Position/status	Non-Executive Director	
b)	Initial notification /Amendment	Initial notification	
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>		
a)	Name	Blackbird plc	
b)	LEI	2138006DWRVTIAVW3415	
<b>4</b>	<b>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</b>		
a)	Description of the financial instrument, type of instrument Identification code	Ordinary Shares of 0.8p	
b)	Nature of the transaction	Grant of options over ordinary shares	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		16.00p	60,000
d)	Aggregated information - Aggregated volume - Price	n/a	
e)	Date of the transaction	19 December 2019	
f)	Place of the transaction	Outside of a trading venue – grant of options	