



B L A C K B I R D

BLACKBIRD PLC

(Incorporated and registered in England and Wales under the Companies Act 2006 with registered number 03507286)

THIS DOCUMENT IS IMPORTANT AND REQUIRES YOUR IMMEDIATE ATTENTION. If you are in any doubt as to the action you should take, you are recommended to seek your own financial advice immediately from your stockbroker, bank manager, solicitor, accountant or other independent financial adviser authorised under the Financial Services and Markets Act 2000.

29 November 2019

Dear Shareholder

Blackbird plc ('the Company') – Proposed Placing and Notice of General Meeting

The Company's circular dated 29 November 2019, which provides details of the proposed placing and includes the Notice of the General Meeting, has been published and is available for download from the following website:

www.blackbird.video

The Company's circular can be found in the 'Investor Relations' section. To access the document you will need to have Adobe Acrobat Reader or an alternative pdf file reader.

The General Meeting of the Company will be held at **10.00 a.m. on 16 December 2019 at Tuition House, 27-37 St. George's Road, London SW19 4EU.**

You may submit your proxy vote electronically using the Share Portal Service at the following website and the notes at the end of the Notice of General Meeting provide relevant instructions:

www.signalshares.com

You will still be able to vote in person at the General Meeting, and may request a hard copy proxy form directly from the registrars, Link Asset Services, 34 Beckenham Road, Kent, BR3 4TU (telephone number: 0371 664 0391).

Thank you for having consented to receive this report via the Company's website rather than in hard copy form, as this contributes to cost savings for the Company and minimises unnecessary paper usage.

If you require assistance, please telephone Link Asset Services on 0871 664 0300. Calls cost 12p per minute plus your phone company's access charge. Lines are open 9.00 a.m. – 5.30 p.m. Monday to Friday, excluding Bank Holidays. If you are outside the United Kingdom please call +44 371 664 0300. Calls from outside the UK will be charged at the applicable international rate.

Yours faithfully

Martin Kay

Company Secretary

This communication has been sent to certain beneficial owners of shares that have been nominated by their registered holders of shares to enjoy information rights in accordance with section 146 of the Companies Act 2006. **Such persons are advised that, in order to vote at the forthcoming General Meeting they must issue an instruction to the registered holder of their shares.** The Company may only accept instructions from registered holders of its shares and would therefore be unable to act upon any instructions received from nominated persons.