

29 April 2020

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

**Director/PDMR Shareholding**

Blackbird (AIM: BIRD), the developer and seller of the market-leading cloud video editing platform, Blackbird, was informed that yesterday Andrew Bentley, Non-Executive Chairman of the Company, sold 71,429 ordinary shares of 0.8 pence each in the Company ("Ordinary Shares") at a price of 13.5p pence per Ordinary Share and then immediately repurchased, into his ISA, 71,429 Ordinary Shares at a price of 13.515 pence per Ordinary Share to facilitate an ISA transfer.

**Enquiries:**

**Blackbird plc**

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**Allenby Capital Limited** (Nominated Adviser and Broker)

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**About Blackbird plc**

Blackbird plc operates in the fast-growing SaaS and cloud video market. It has created Blackbird, the world's most advanced suite of cloud-native computing applications for video, all underpinned by its lightning-fast codec. Blackbird plc'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](http://www.blackbird.video)

**Social media**

[www.linkedin.com/company/blackbird-cloud](http://www.linkedin.com/company/blackbird-cloud)

[www.twitter.com/blackbirdcloud](http://www.twitter.com/blackbirdcloud)

[www.facebook.com/blackbirdplc](http://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	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 each in Blackbird plc  Identification code (ISIN) for Blackbird plc ordinary shares: GB0004740477	
b)	Nature of the transaction	Sale of Ordinary Shares	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		13.5p	71,429
d)	Aggregated information - Aggregated volume - Price	N/A	
e)	Date of the transaction	28 April 2020	
f)	Place of the transaction	London Stock Exchange, (XLON)	

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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)
		13.515p	71,429
d)	Aggregated information - Aggregated volume	N/A	

	- Price	
e)	Date of the transaction	28 April 2020
f)	Place of the transaction	London Stock Exchange, (XLON)