



BLACKBIRD

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.

28 April 2021

Dear Shareholder,

Blackbird plc (the 'Company') – 2021 Annual General Meeting

The Company's circular dated 28 April 2021, which includes Notice of its 2021 Annual 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 'Investors' section. To access the document, you will need to have Adobe Acrobat Reader or an alternative pdf file reader.

The Annual General Meeting (AGM) will be held at 3.00 p.m. on 24 May 2021 at Tuition House, 27-37 St. George's Road, London SW19 4EU but, in light of current UK Government lockdown restrictions, it is currently envisaged that the AGM will be run as a closed meeting with the minimum number of shareholders present to ensure that the meeting is quorate. Shareholders are requested not to attend the Company's office for the meeting in person but instead encouraged to attend the meeting via an online webinar. Shareholders who wish to attend the meeting in this way should register with the Company at shareholders@blackbird.video to be sent relevant access details. The online webinar will not include facility for attendees to vote live and, accordingly, all shareholders are encouraged to vote by proxy and appoint the Chairman of the meeting as their proxy for this purpose (rather than their own choice of person).

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 Annual General Meeting provide relevant instructions:

www.signalshares.com

Alternatively, you may request a hard copy proxy form directly from the Company's registrars, Link Group, 10th Floor, Central Square, 29 Wellington Street, Leeds LS1 4DL, telephone number: 0371 664 0300. Calls are charged at the standard geographic rate and will vary by provider. Calls outside the United Kingdom will be charged at the applicable international rate. Link Group is open between 09:00 hrs - 17:30 hrs, Monday to Friday excluding public holidays in England and Wales.

Thank you for having consented to receive this report via the Company's website rather than in hard copy form, as this minimises unnecessary paper usage, consistent with the Company's social and environmental policies, as well as contributing cost savings for the Company.

Yours faithfully

Martin Kay
Company Secretary

This communication has also 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 Annual 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.