

14 September 2023

**Blackbird plc
(the “Company”)**

Blackbird names new Creator SaaS Product, elevate.io

Blackbird plc (AIM:BIRD; OTCQX:BBRDF), the technology licensor, developer and seller of market-leading cloud native video editing platform, Blackbird, showcased and named its Creator SaaS product, elevate.io, to a number of investors over two Special Events in Shoreditch, East London on Wednesday 13 September 2023.

Accessible from a web browser and featuring multi-player collaborative functionality, **elevate.io** is the Company’s new end to end video creation tool, built by Blackbird. The product, which addresses the wider creator economy, will be accessible by anyone with a laptop and credit card. The digital content creation market size was \$20 billion in 2022 and forecast to grow to \$181 billion by 2032¹.

The events gave an insight into **elevate.io** and outlined its USPs, core features, branding and go to market strategy. **elevate.io** is scheduled for early access in Q4 2023.

Blackbird plc’s CEO, Ian McDonough, commented:

“Our overarching ambition is to simplify video content creation and distribution at scale by harnessing the power of our codec. We aim to take powerful video content creation functionality to the web with multi-player collaboration in real time, an area which is hugely underserved. It will be a tool, not a toy, appealing to both professionals and content creators. elevate.io has a unique set of disruptive features and is designed to solve tangible problems for the fast growing Creator economy.”

¹ Source <https://www.globenewswire.com/en/news-release/2023/04/19/2649709/0/en/Digital-Content-Creation-Market-to-Hit-US-181-4-Bn-in-2032-Grow-CAGR-by-25-7-Y-O-Y.html>

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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® enables 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 digital distribution, and ultimately results in much more effective monetisation. Blackbird plc is a licensor of its core video technology under its 'Powered by Blackbird' licensing model. Enabling video companies to accelerate their path to true cloud business models, licensees benefit from power and carbon reductions, cost and time savings, less hardware and bandwidth requirements and easy scalability.

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