

15 September 2023

Blackbird plc
(the "Company")

Grant of share options

Blackbird plc (AIM:BIRD; OTCQX:BBRDF), the technology licensor, developer and seller of market-leading cloud native video editing platform, Blackbird, announces that 2,315,000 options were granted over the Company's ordinary shares of 0.8 pence (the "**Ordinary Shares**") as part of an employee-wide share option grant under the Company's EMI share option scheme (the "**Scheme**"). 700,000 options were granted to the following directors:

Name	Title	Number of options granted	Exercise price	Number of options held post grant
Ian McDonough	Chief Executive Officer	300,000	10.3333p	5,430,000
Stephen Streater	R&D Director	200,000	10.3333p	1,970,000
Stephen White	Chief Operating and Financial Officer	200,000	10.3333p	1,950,000

Under the Scheme the options are subject to certain performance conditions and the exercise price has been calculated based upon the average closing price of the Company's shares for the last three days.

Following the above grant, there are a total of 30,090,000 options outstanding over unissued Ordinary Shares representing 8.17% of the Company's current ordinary share capital of 368,330,521 Ordinary Shares, which includes a total of 11,195,000 options outstanding over unissued Ordinary Shares relating to Directors and PDMRs representing 3.04% of the Company's current ordinary share capital.

The FCA notification, made in accordance with the requirements of the UK Market Abuse Regulation is appended further below.

Contacts:

Blackbird plc

Ian McDonough, Chief Executive Officer
Stephen White, Chief Operating and Financial Officer

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Allenby Capital Limited (Nominated Adviser and Broker)

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Amrit Nahal / Guy McDougall (Equity Sales and Corporate Broking)

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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.

www.blackbird.video

www.linkedin.com/company/blackbird-cloud

www.twitter.com/blackbirdcloud

www.facebook.com/blackbirdplc

www.youtube.com/c/blackbirdcloud

Notification and public disclosure of transactions by persons discharging managerial responsibilities and persons closely associated with them.

1.	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	1. Ian McDonough 2. Stephen Streater 3. Stephen White
2.	Reason for the Notification	
a)	Position/status	1. Chief Executive Officer 2. R&D Director 3. Chief Operating and Financial Officer
b)	Initial notification/Amendment	Initial Notification
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	Blackbird plc
b)	LEI	2138006DWRVTIA\W3415
4.	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	

a)	Description of the Financial instrument, type of instrument Identification code	Grant of options over ordinary shares of 0.8p each ISIN: GB0004740477	
b)	Nature of the transaction	Grant of options	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		1. 10.3333p	1. 300,000
		2. 10.3333p	2. 200,000
		3. 10.3333p	3. 200,000
d)	Aggregated information: -Aggregated volume -Price	n/a (single transactions)	
e)	Date of the transaction	15 September 2023	
f)	Place of the transaction	Outside a trading venue	