

6 September 2023

Blackbird plc
(the "Company")

Director/PDMR dealing

Blackbird plc (AIM: BIRD; OTCQX: BBRDF), the technology licensor, developer and seller of the market-leading cloud native video editing platform, Blackbird, was informed yesterday that, on 5 September 2023, Ian McDonough (Chief Executive Officer), Syarifah Aidid (a person closely associated with Ian McDonough) and Stephen Streater (R&D Director) all bought ordinary shares of 0.8 pence each in the Company (the "Ordinary Shares"), as set out in the table below:

Director/PDMR	Number of Ordinary Shares bought	Price paid per Ordinary Share
Ian McDonough	225,000	8.7p
Syarifah Aidid	62,389	7.995p
	63,380	7.87p
	56,754	8.7888p
	56,754	8.7888p
Stephen Streater	125,000	8.5p

Following the above purchases, Ian McDonough and his wife, Syarifah Aidid, now have a total beneficial interest in 10,029,656 Ordinary Shares, equivalent to approximately 2.72 per cent. of the Company's issued share capital and Stephen Streater now has a total beneficial interest in 62,785,000 Ordinary Shares, equivalent to approximately 17.05 per cent. of the Company's issued share capital

The FCA notification in relation to the above and made in accordance with the requirements of the UK Market Abuse Regulation is appended further below.

Enquiries:

Blackbird plc

Tel: +44 (0)20 8879 7245

Ian McDonough, Chief Executive Officer

Stephen White, Chief Operating and Financial Officer

Allenby Capital Limited (Nominated Adviser and Broker)

Tel: +44 (0)20 3328 5656

Nick Naylor/Piers Shimwell (Corporate Finance)

Amrit Nahal (Sales and Corporate Broking)

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	Ian McDonough
2	Reason for the notification	
a)	Position/status	Chief Executive 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	2138006DWRVTIAVW3415
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	Ordinary Shares of 0.8p each GB0004740477
b)	Nature of the transaction	Purchase of ordinary shares
c)	Price(s) and volume(s)	Price(s) Volume(s) 8.7p 225,000
d)	Aggregated information - Aggregated volume - Price	n/a
e)	Date of the transaction	5 September 2023
f)	Place of the transaction	London Stock Exchange, XLON

1	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	Syarifah Aidid
2	Reason for the notification	
a)	Position/status	A person closely associated with the Chief Executive Officer, Ian McDonough
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	2138006DWRVTIAVW3415
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	Ordinary Shares of 0.8p each GB0004740477
b)	Nature of the transaction	Purchase of ordinary shares

c)	Price(s) and volume(s)	Price(s)	Volume(s)
		7.995p	62,389
		7.87p	63,380
		7.888p	56,754
		7.888p	56,754
d)	Aggregated information		
	- Aggregated volume	239,277	
	- Price	N/a – see prices above	
e)	Date of the transaction	5 September 2023	
f)	Place of the transaction	London Stock Exchange, XLON	

1	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	Stephen Streater
2	Reason for the notification	
a)	Position/status	R&D Director
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	2138006DWRVTIAVW3415
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	Ordinary Shares of 0.8p each
	Identification code	GB0004740477
b)	Nature of the transaction	Purchase of ordinary shares

c)	Price(s) and volume(s)	Price(s) 8.5p	Volume(s) 125,000
d)	Aggregated information - Aggregated volume - Price	n/a	
e)	Date of the transaction	5 September 2023	
f)	Place of the transaction	London Stock Exchange, XLON	