

Blackbird plc

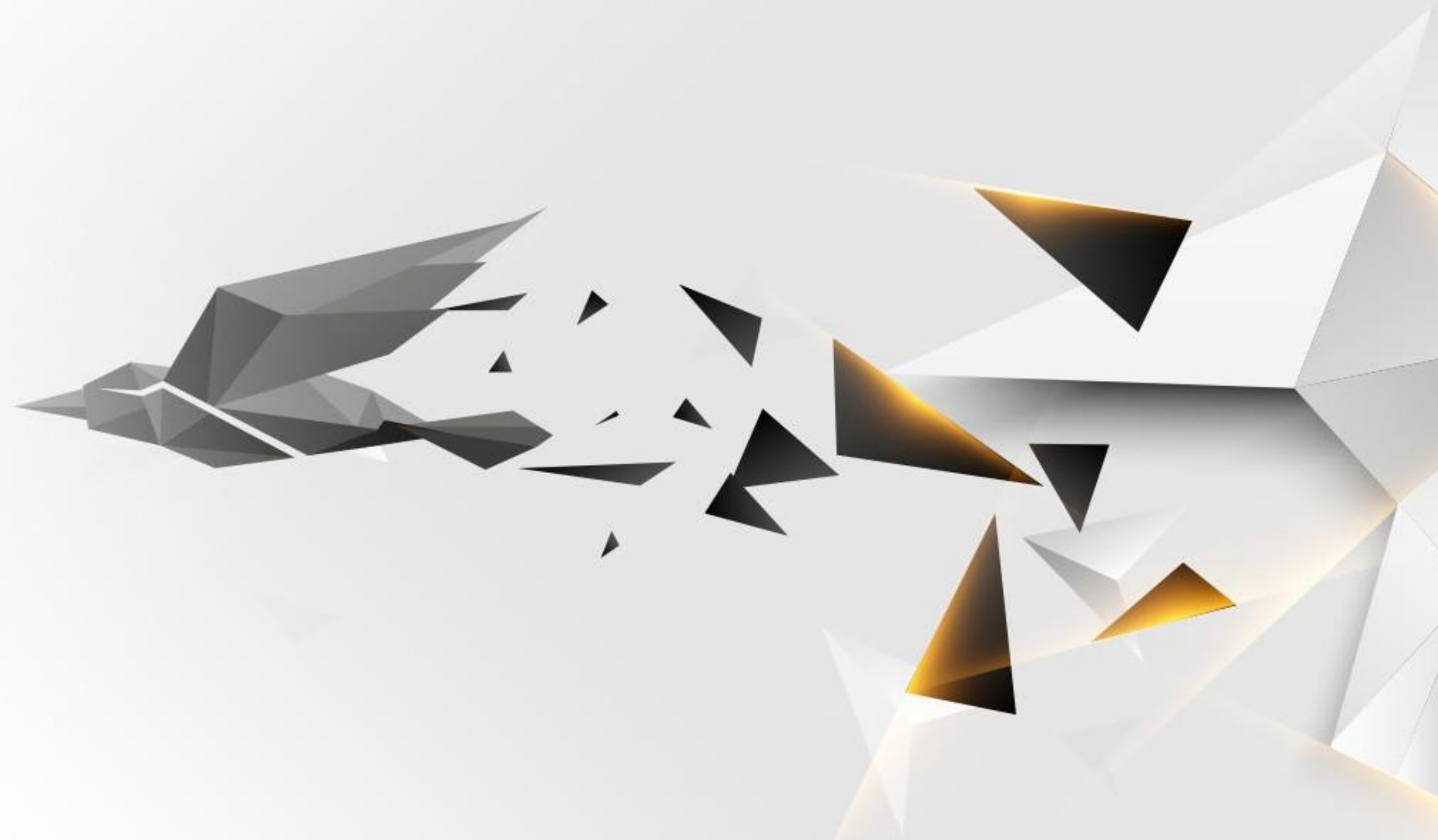
**2022 Interim
results**

September 2022

Presentation team:
Ian McDonough (CEO)
Stephen White
(COO/CFO)



B L A C K B I R D



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Who we are & what we

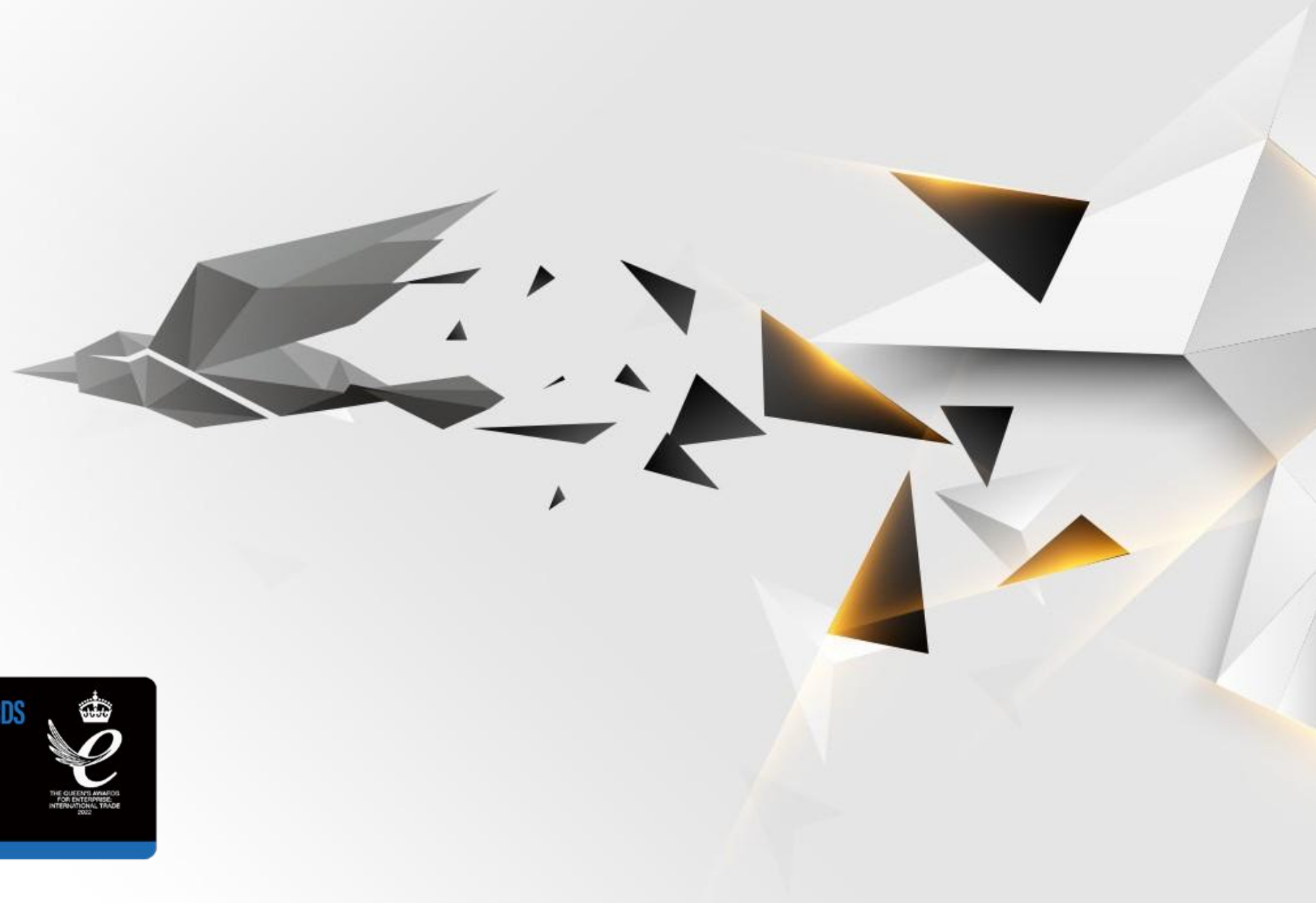
do

Blackbird plc

The AIM listed developer and seller of
Blackbird® Market cap of c. £74million (9
September 2022)

Blackbird

Cloud native content creation and
distribution Scalable and efficient tech
Growing IP portfolio



The Board

Executive s



Former EVP of BBC Worldwide,
SVP Managing Director, EMEA of Turner



Former VP Finance of NBC Universal,
Finance Director, Jetix Europe

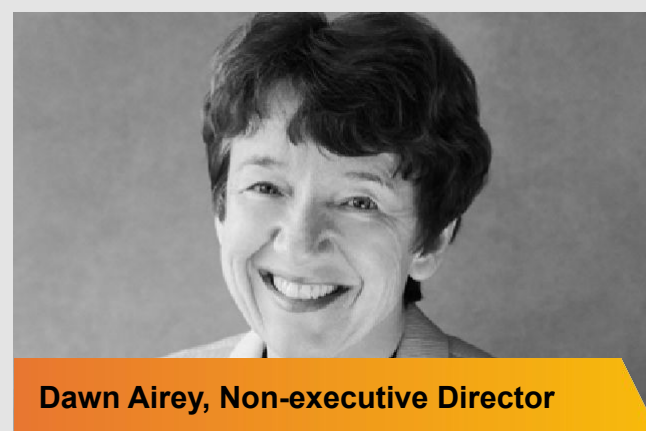


Former Managing Director of Eidos,
Blackbird Founder

Non-Executive s



Former Founder of Saffron Digital,
President of Electrolux, CEO of Virgin EMI APAC



Former CEO of Getty Images,
CEO of Channel 5, SVP of Yahoo EMEA



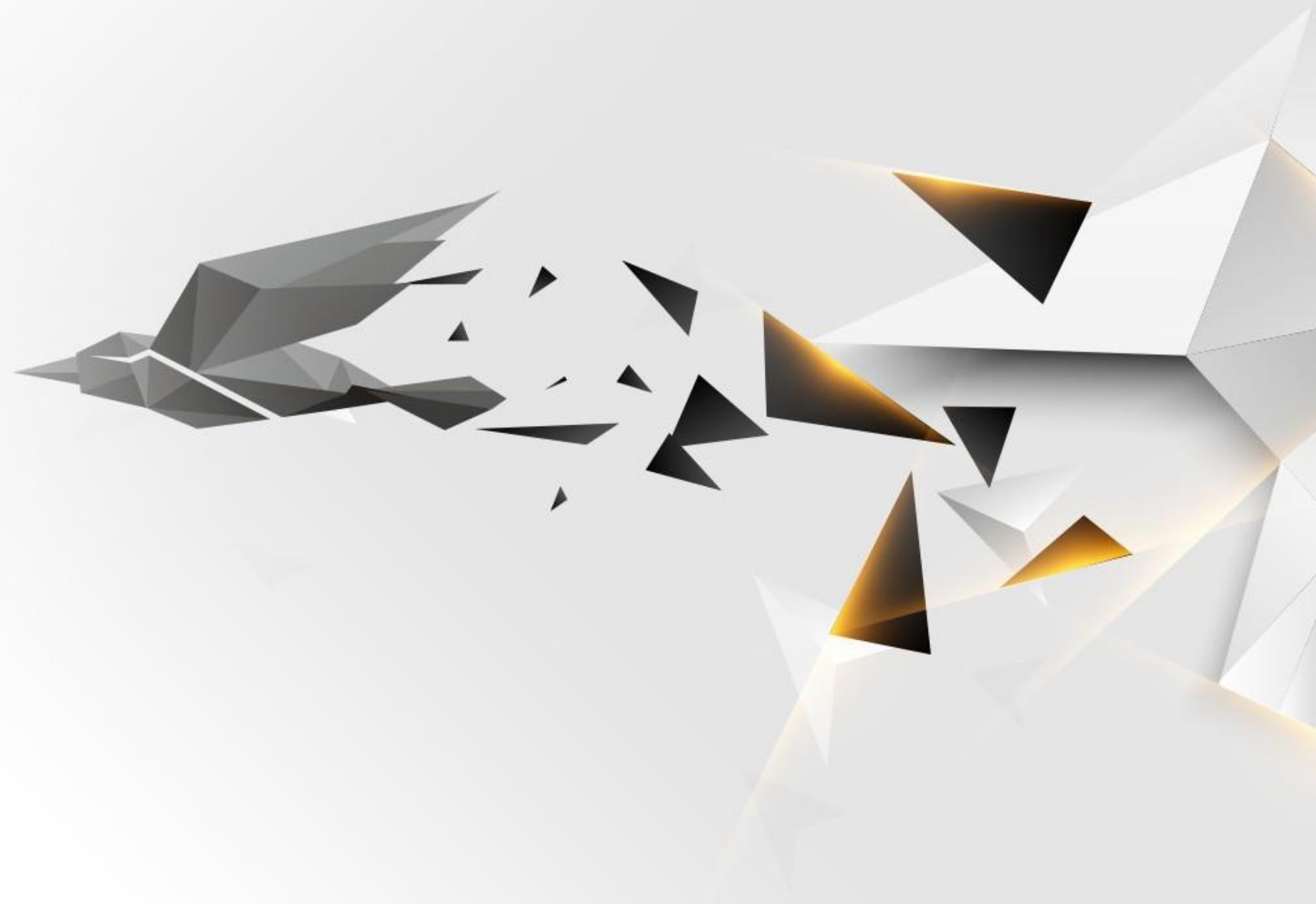
Former Chairman of Edanz Group, Founder of TopGolf
International Inc, Partner of Bain & Company



Former CTO of Discovery,
SVP of Fox and VP of Google Cloud, Chair of IBC

2022 Highlights

- Record revenues up 78% vs prior year (PY)
- Hired in-house expertise to accelerate growth opportunities
- First technology licensing deal nears delivery



Strategic Direction



2022 selected deals

Europe



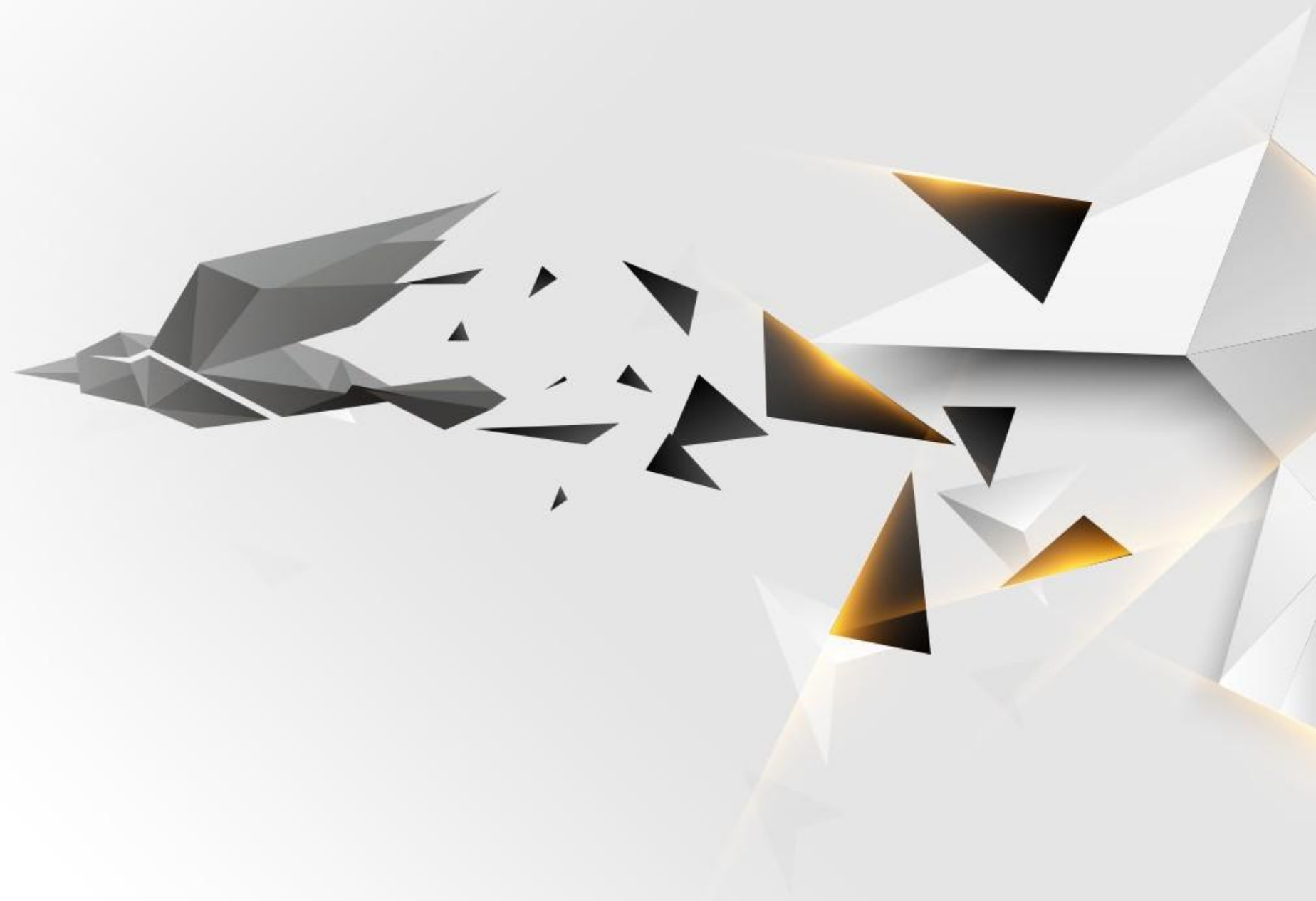
U.S.

Global Financial
News Organisation



Powered by Blackbird

- First technology licensing deal nears delivery
- Soft launch with major US broadcaster
- Product announcement later in 2022



Expanding our reach

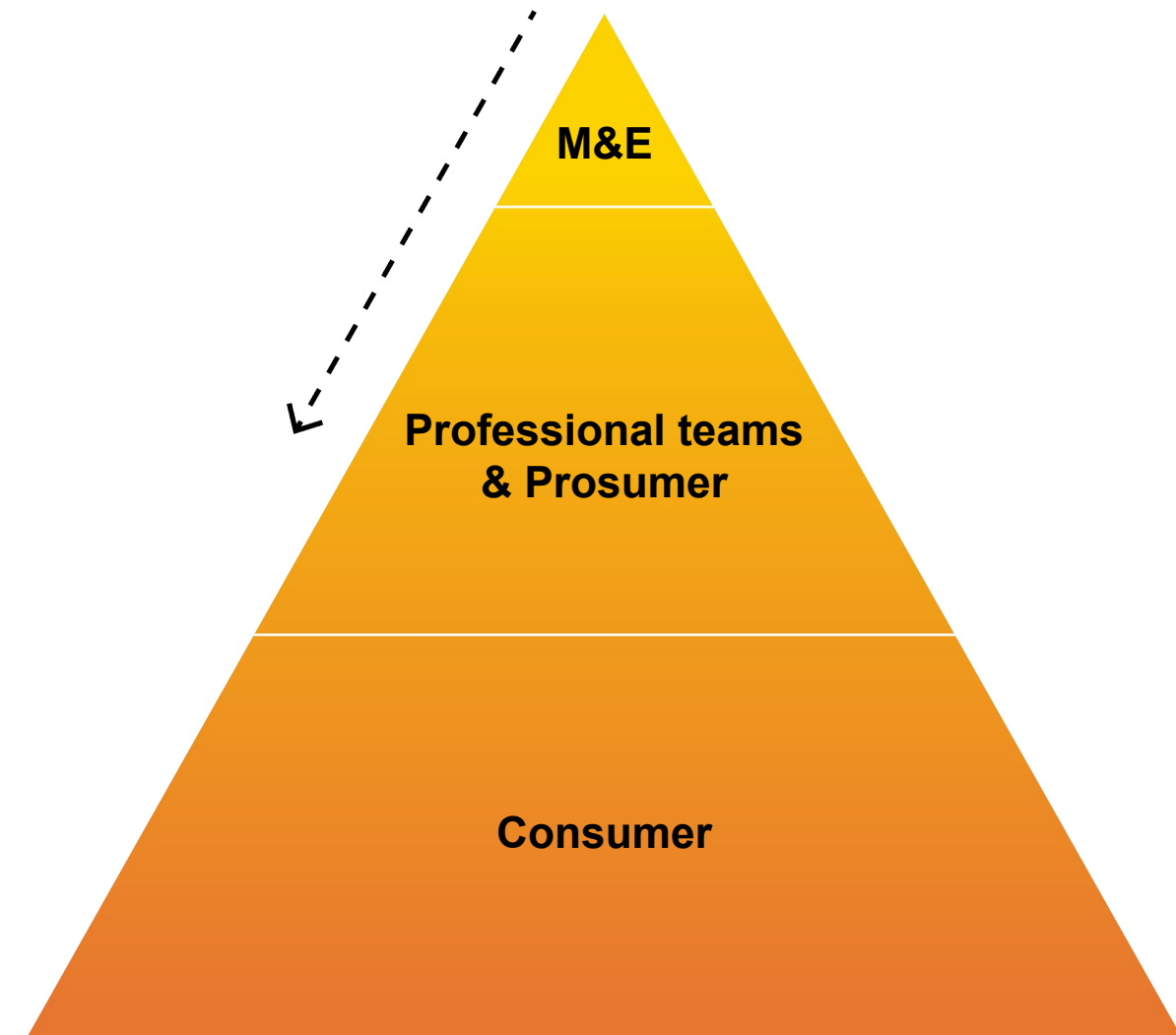
‘Blackbird is top of the pyramid...’

Jan Ozer, Streaming Media magazine, December 2021

- Creator Economy \$100bn+ market & rapidly expanding

- Leverage our technological advantages

- Become
frictionless



Key expertise hired



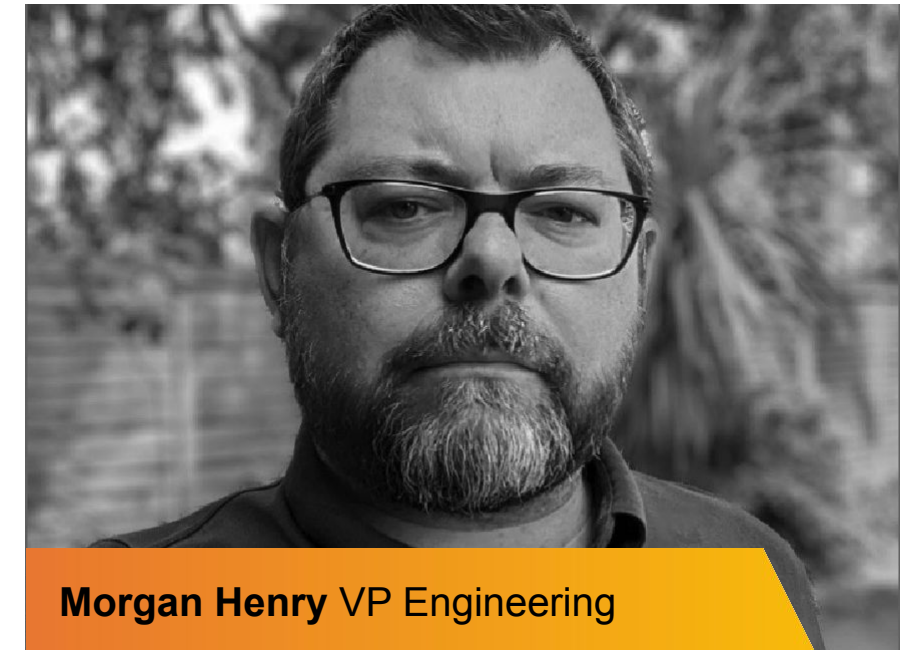
Sumit Rai Chief Product Officer

Former CPO at VEGAS Pro, CPO at Kulu Valley,
CTO at Pukka Films



Mo Volans SVP Product Marketing

Former SVP Marketing at VEGAS Pro,
Strategy Consultant at Abbey Road Studios, Founder of FiveNinjas

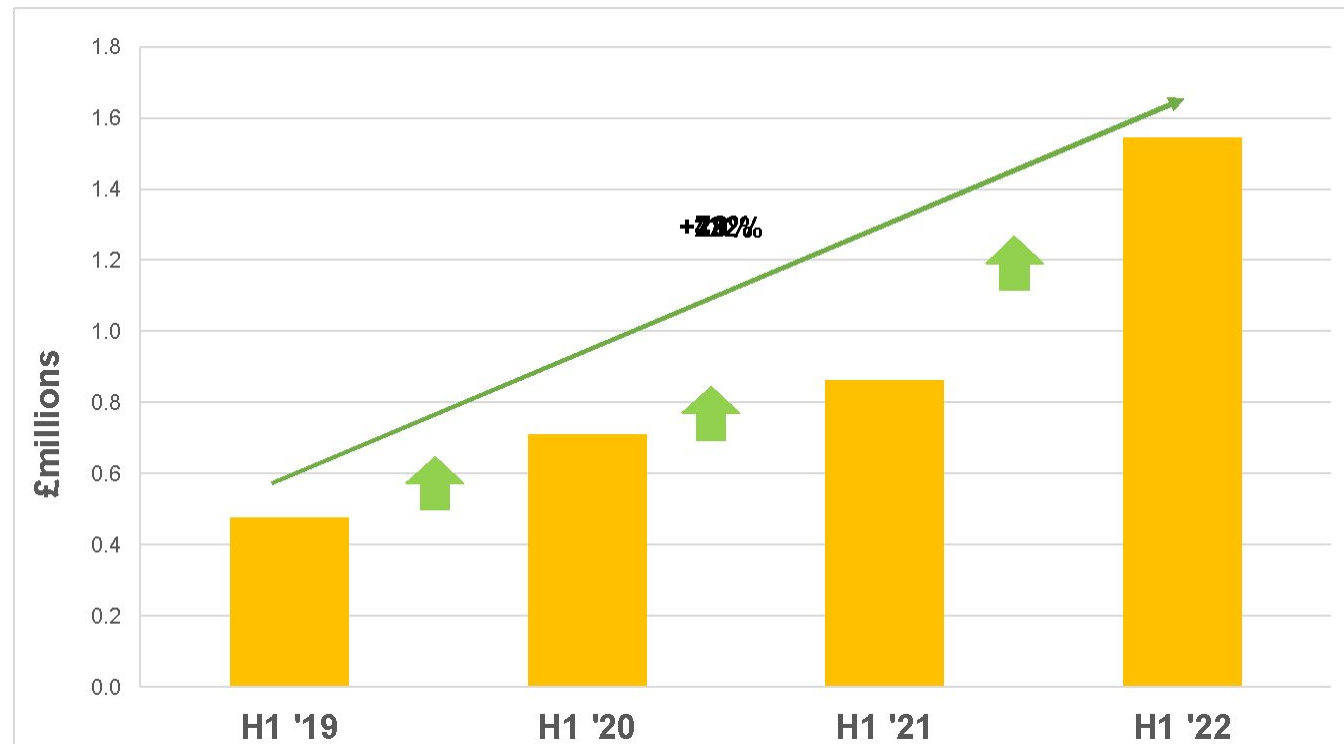


Morgan Henry VP Engineering

Former Head of Emerging Tech at YouView TV, Engineering
Leader at Kobalt, Improbable and Symbian

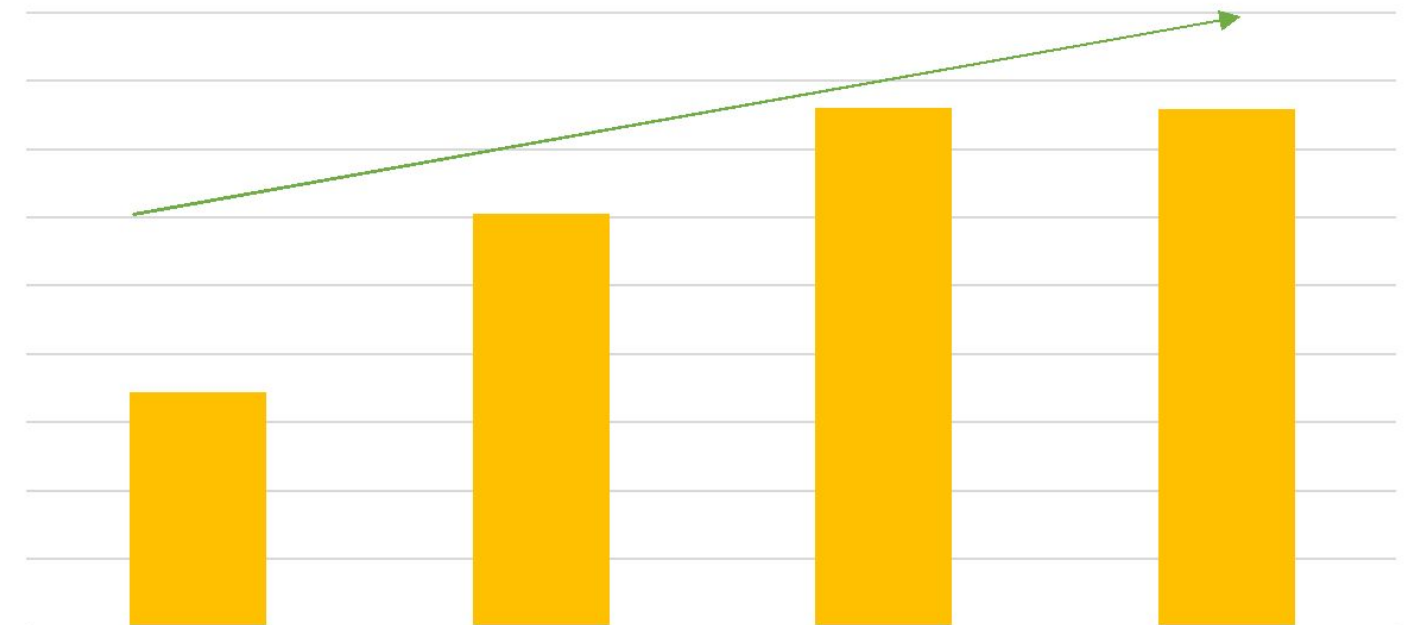
- Investing the proceeds of the December 2021 fundraise in strengthening and expanding the team

Revenue



- 78% growth in revenues vs PY
- 222% increase in revenues over last three years

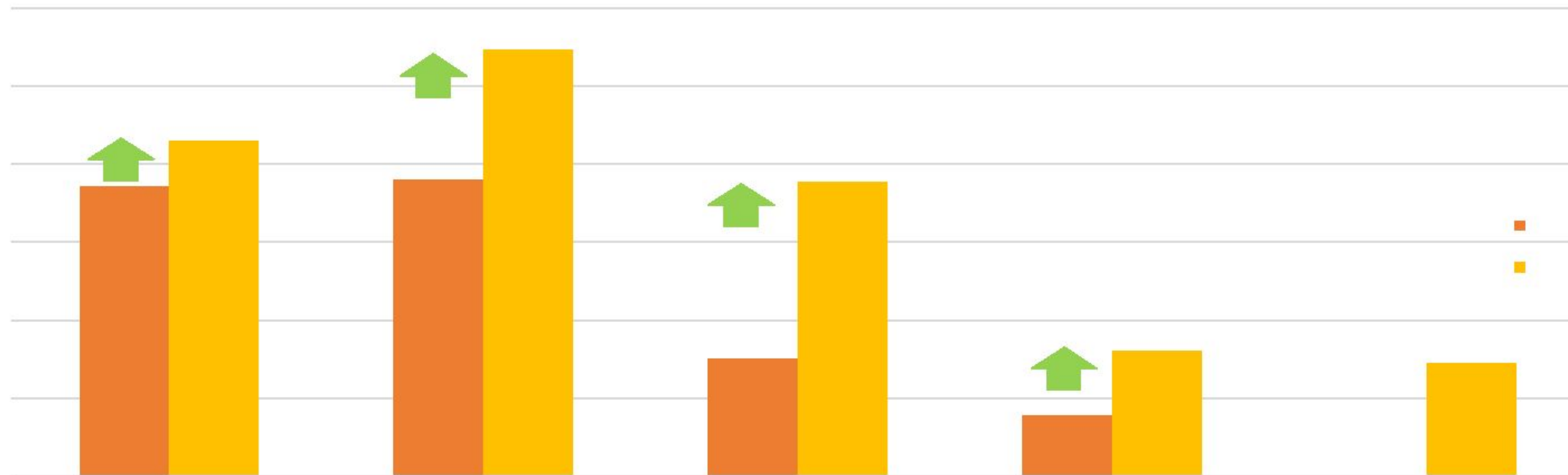
Monthly Recurring Revenue (MRR)



- 221% increase over last three years
- MRR flat vs PY
- Prior to minimum guarantee on tech licensing deal
- Subject to exchange rate fluctuations

Record order book

Contracted but unrecognised revenue*



- £3.3 million* (grew to a record £4.0m* at 31 August 2022) at 30 June 2022 up 69% vs PY
- £2.4 million* (grew to a record £2.7m* at 31 August 2022) revenue secured for 2022 +49% vs PY comparative

* Unaudited & subject to exchange rate fluctuations

Cash

- Cash burn* of £1.3 million increased by £0.3 million vs PY

- Debt free

- £11.6 million in cash^ at 30 June 2022

* Excluding funds from share issues and transfers into short-term deposits

^ Includes short-term deposits



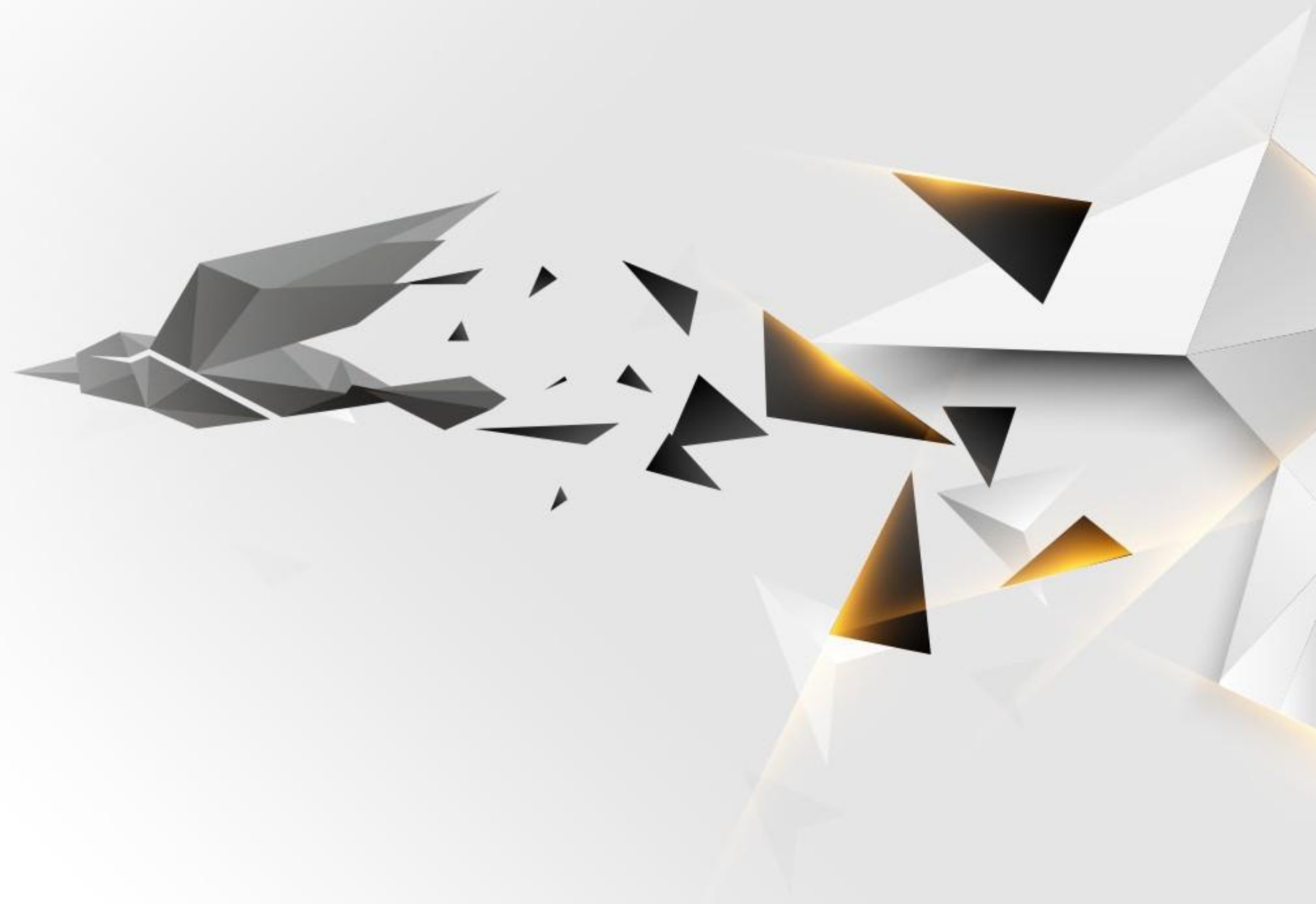
Conclusion

- Record order book

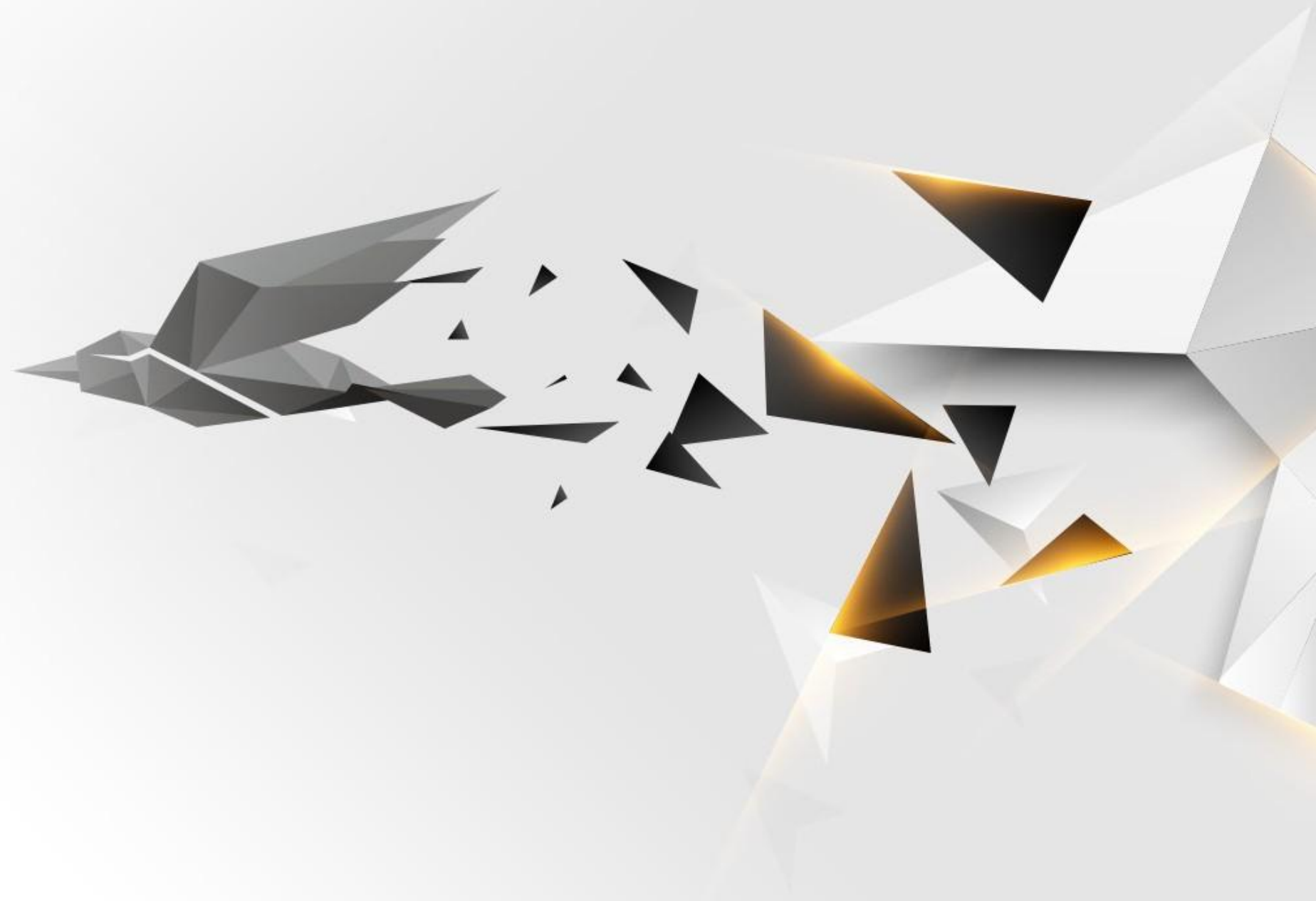
- Tech licensing deal nears delivery

- In-house expertise hired for growth

- Self-service product in development









Appendix



Selected Customers

Infrastructure

OEM



Appendix: Key financials

	6 months to 30 June 22 Unaudited £millions	6 months to 30 June 21 Unaudited £millions	YoY Change %	12 months to 31 Dec 21 Audited £millions
Revenue	1.55	0.87	78%	2.07
Operating costs	(2.11)	(1.44)	46%	(3.11)
EBITDA less LTIP	(0.64)	(0.66)	(4)%	(1.20)
LTIP	0.35	(0.21)	(265)%	(0.36)
EBITDA	(0.29)	(0.87)	(67)%	(1.55)
Net Loss before tax	(0.60)	(1.17)	(48)%	(2.17)
Cash burn*	(1.25)	(0.94)	33%	(1.47)
Cash at end of period	11.59	5.71	103%	12.84
Deferred revenue	0.44	0.44	(1)%	0.58
Uninvoiced contracted orders	2.89	1.53	89%	3.16

* Excludes net funds from share issues and transfers to / from short-term investments