

9 May 2024

**Blackbird plc
(the “Company”)**

Directorate change

Blackbird plc (AIM:BIRD), the technology licensor, developer and seller of market-leading cloud native video editing platform, Blackbird, and developer of the multiplayer editor in a browser, elevate.io, announces that Dawn Airey, one of the Company’s Non-Executive Directors, has notified the Company of her intention to step down as a Non-Executive Director of the Company, with effect from 31 May 2024, in order to focus on her other business commitments.

The Company has initiated a process to appoint a new Non-Executive Director and a further announcement will be made in due course.

Andrew Bentley, Chair of Blackbird plc, commented:

“On behalf of the Board, I would like to thank Dawn for her invaluable support and contribution to the business over her time with us. She has made a huge contribution to our understanding of the media landscape that we operate in and where we are best able to focus our energies, always providing insightful and considered opinions to the Board. We wish her every success with her new production venture and the exciting journey that she is continuing on.”

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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, 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. elevate.io, built using Blackbird core technology, is the company's new creator SaaS product, a browser based end-to-end content creation tool aimed at the Creator Economy.

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