

24 June 2024

Blackbird plc
(the "Company")

Director/PDMR dealing

Blackbird plc (AIM: BIRD), the technology licensor, developer and seller of market-leading cloud native video editing platform, Blackbird, and developer of the multiplayer video editor in a browser, elevate.io, was informed on 24 June 2024, that Syarifah Aidid (a person closely associated with Ian McDonough, Chief Executive Officer), on 20 June bought 100,628 ordinary shares of 0.8 pence each in the Company (the "Ordinary Shares") at 3.98p per Ordinary Share and on 21 June bought 157,893 Ordinary Shares at 3.8p per share.

Following the above purchase Ian McDonough and his wife, Syarifah Aidid, now have a total beneficial interest in 10,288,177 Ordinary Shares, equivalent to approximately 2.66 per cent. of the Company's issued share capital.

The FCA notification in relation to Syarifah Aidid's dealing and made in accordance with the requirements of the UK Market Abuse Regulation is appended further below.

Contacts:

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 / Guy McDougall (Equity 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, 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.

www.blackbird.video

www.linkedin.com/company/blackbird-cloud

www.twitter.com/blackbirdcloud

www.facebook.com/blackbirdplc

www.youtube.com/c/blackbirdcloud

www.elevate.io

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 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) 3.98p 100,628 3.8p 157,893
d)	Aggregated information - Aggregated volume - Price	258,521 3.870p

e)	Date of the transaction	20 June 2024 21 June 2024
f)	Place of the transaction	London Stock Exchange, XLON