

9 September 2024

**Blackbird plc
(the “Company”)**

Director Change: Blackbird appoints Nick Lisher to the Board

9 September, London - Blackbird plc (AIM: BIRD), the developer and seller of the market leading cloud video platform, Blackbird, and developer of the online collaborative video editing and content creation platform, elevate.io, is pleased to announce that the experienced marketer and technology executive Nick Lisher will join the Company’s Board on 16 September 2024 as a Non-Executive Director.

Nick Lisher, currently Chief Growth Officer at Manual & Voy and former Chief Marketing Officer at Flo Health, is a senior growth marketing executive known for his expertise in: community building; digital and data driven marketing; and innovative brand development. During a career spanning over two decades Nick has demonstrated the power of marketing to connect consumers, build engaged communities and drive growth across various industries, from music and fashion to technology, education and health.

From 2022 to 2024, Nick was Chief Marketing Officer at Flo Health, the world’s largest health app, focused on female reproductive health. During his tenure Nick led a rebrand, subscription re-positioning and saw the largest membership growth in a given quarter. Flo Health has 68 million monthly active users and over 3 million active paying subscribers.

Previously, as Head of EMEA at Nextdoor from 2016 to 2021, Nick applied his community-building expertise to grow the platform’s user base across multiple countries. He spearheaded innovative localised marketing strategies, focusing on building trust and engagement within communities.

In an earlier role as Chief Marketing Officer and VP of Growth at Depop, the social e-commerce platform for fashion, Nick was part of the team which drove the platform’s exponential growth. Nick’s strategic use of influencer partnerships was an important part of aligning Depop’s brand with its core audience, fostering a vibrant community that thrived on the platform’s unique blend of fashion and social interaction.

Blackbird Chair, Anne de Kerckhove, said: “We are absolutely delighted to welcome Nick to our board. Nick’s exceptional skills in community building and effective data driven performance marketing globally will be invaluable to Blackbird and elevate.io. My goal as the new chair is to ensure Blackbird had a best in class board to tackle the content creator economy. With Yuri Hazanov, appointed last month, and Nick, we have exactly the right mix of skills to help the executive team drive exponential growth for our company.”

Blackbird CEO, Ian McDonough commented: “Nick is the very epitome of the modern marketer with insights into human psychology and an understanding of the metrics and functionality of digital platforms and tools marketing teams now have at their disposal. As elevate.io starts to build awareness, an online community and monthly active users, Nick’s online marketing experience is going to be absolutely invaluable. I am delighted to welcome him to the Board of Blackbird.”

Nick Lisher added: “The opportunity for Blackbird, and particularly elevate.io, is vast. As technology evolves, video editing is breaking free from the confines of traditional desktop setups. The cloud is becoming the new creative workspace, offering real-time collaboration, scalability, and access to powerful tools from anywhere in the world, making creativity more flexible and limitless than ever before. With its proprietary technology and experienced team, Blackbird is uniquely positioned to crack this market.”

As required under Schedule Two, paragraph (g) of the AIM Rules for Companies, further disclosures on Nick Lisher are as follows:

Nicholas Mark Lisher, aged 46, holds or has held the following directorships and/or partnerships in the past five years:

Current directorships and/or partnerships:

- 451 Lifestyle Limited

Past directorships and/or partnerships:

- Nextdoor Europe UK Limited

There is no further information on Nick Lisher required to be disclosed under Schedule Two, paragraph (g) of the AIM Rules for Companies.

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About Blackbird plc

Blackbird plc operates in the fast-growing SaaS, Media and Entertainment and content creation markets. Blackbird plc’s patented technology allows for frame accurate navigation, playback, viewing and editing in the cloud and it has two products.

Blackbird® a market leading suite of cloud-native computing applications, is 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.

elevate.io is the company's new browser-based collaborative content creation platform currently in general release. elevate.io is built using Blackbird's core technology and is aimed at professional teams and the fast growing Creator Economy.

Blackbird plc also licences its core video technology, under its 'Powered by Blackbird' licensing model, enabling video companies to accelerate their path to true cloud business models.

www.blackbird.video

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