

16 September 2024

**Blackbird plc**  
**(the "Company")**

**Grant of share options**

Blackbird plc (AIM:BIRD), the technology licensor, developer and seller of market-leading cloud native video editing platform, **Blackbird**, and developer of the online collaborative video editing and content creation platform, **elevate.io**, announces that earlier today 2,685,000 options were granted over the Company's ordinary shares of 0.8 pence (the "**Ordinary Shares**") as part of an employee-wide share option grant under the Company's EMI share option scheme (the "**Scheme**"). 1,275,000 of these options were granted to the following directors of the Company:

<b>Name</b>	<b>Title</b>	<b>Number of options granted</b>	<b>Exercise price</b>	<b>Number of options held post grant</b>
Ian McDonough	Chief Executive Officer	300,000	5.833p	6,030,000
Stephen Streater	R&D Director	200,000	5.833p	2,370,000
Stephen White	Chief Operating and Financial Officer	200,000	5.833p	2,350,000
Anne de Kerckhove	Chair and Non-Executive Director	75,000	5.833p	325,000
Nick Lisher	Non-Executive Director	250,000	5.833p	250,000
Youri Hazanov	Non-Executive Director	250,000	5.833p	250,000

Under the Scheme the options are subject to certain performance conditions and the exercise price has been calculated based upon the average closing price of the Company's shares for the last three days.

Following the above option grant, there are a total of 31,365,000 options outstanding over unissued Ordinary Shares representing 8.17% of the Company's current ordinary share capital of 387,077,188 Ordinary Shares, which includes a total of 11,575,000 options outstanding over unissued Ordinary Shares held by Directors and PDMRs (representing 2.99% of the Company's current ordinary share capital).

The FCA notification, 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, 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 online collaborative content creation platform currently in general release. [elevate.io](http://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](http://www.blackbird.video) [www.linkedin.com/company/blackbird-cloud](http://www.linkedin.com/company/blackbird-cloud)  
[www.twitter.com/blackbirdcloud](http://www.twitter.com/blackbirdcloud) [www.facebook.com/blackbirdplc](http://www.facebook.com/blackbirdplc)  
[www.youtube.com/c/blackbirdcloud](http://www.youtube.com/c/blackbirdcloud)  
[www.elevate.io](http://www.elevate.io)

## Notification and public disclosure of transactions by persons discharging managerial responsibilities and persons closely associated with them.

1.	<b>Details of the person discharging managerial responsibilities / person closely associated</b>	
a)	Name	<ol style="list-style-type: none"><li>1. Ian McDonough</li><li>2. Stephen Streater</li><li>3. Stephen White</li><li>4. Anne de Kerckhove</li><li>5. Nick Lisher</li><li>6. Youri Hazanov</li></ol>
2.	<b>Reason for the Notification</b>	
a)	Position/status	<ol style="list-style-type: none"><li>1. Chief Executive Officer</li><li>2. R&amp;D Director</li><li>3. Chief Operating and Financial Officer</li><li>4. Chair and Non-Executive Director</li><li>5. Non-Executive Director</li><li>6. Non-Executive Director</li></ol>
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	Grant of options over ordinary shares of 0.8p each  ISIN: GB0004740477	
b)	Nature of the transaction	Grant of options	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		1. 5.833p	1. 300,000
		2. 5.833p	2. 200,000
		3. 5.833p	3. 200,000
		4. 5.833p	4. 75,000
		5. 5.833p	5. 250,000
		6. 5.833p	6. 250,000
d)	Aggregated information: -Aggregated volume -Price	n/a (single transactions)	
e)	Date of the transaction	16 September 2024	
f)	Place of the transaction	Outside a trading venue	