

17 September 2024

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

**Director / PDMR Shareholding**

Blackbird plc (AIM: BIRD), the technology licensor, developer and seller of the market-leading cloud native video editing platform, Blackbird, and developer of the online video editor and content creation platform, elevate.io, has been informed that, on 16 September 2024, Ian McDonough, Chief Executive Officer, and Stephen White, Chief Operating and Financial Officer, bought ordinary shares of 0.8 pence each in the Company ("Ordinary Shares"), as set out in the below table:

Director	No. of Ordinary Shares bought	Price
Ian McDonough	71,770	6.95p
	28,482	6.98p
	42,687	6.9999p
Stephen White	85,000	6.85p

Following the above purchases, Ian McDonough and his wife, Syarifah Aidid, now have a total beneficial interest in 10,431,116 Ordinary Shares, equivalent to approximately 2.70 per cent. of the Company's issued share capital and Stephen White now has a total beneficial interest in 1,094,828 Ordinary Shares, equivalent to approximately 0.28 per cent. of the Company's issued share capital.

The FCA notifications in relation to the above and made in accordance with the requirements of the UK Market Abuse Regulation are appended further below.

**Enquiries:**

**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 (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 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](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)

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

<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>	
a)	Name	Ian McDonough
<b>2</b>	<b>Reason for the notification</b>	
a)	Position/status	Chief Executive Officer
b)	Initial notification /Amendment	Initial notification
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>	
a)	Name	Blackbird plc
b)	LEI	2138006DWRVTIAVW3415
<b>4</b>	<b>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</b>	
a)	Description of the financial instrument, type of instrument	Ordinary Shares of 0.8p each
	Identification code	GB0004740477

b)	Nature of the transaction	Purchase of ordinary shares	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		6.95p	71,770
		6.98p	28,482
		6.9999p	42,687
d)	Aggregated information  - Aggregated volume  - Price	N/a – see prices above	
e)	Date of the transaction	16 September 2024	
f)	Place of the transaction	London Stock Exchange, XLON	

<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>	
a)	Name	Stephen White
<b>2</b>	<b>Reason for the notification</b>	
a)	Position/status	Chief Operating and Financial Officer
b)	Initial notification /Amendment	Initial notification
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>	
a)	Name	Blackbird plc
b)	LEI	2138006DWRVTIAVW3415
<b>4</b>	<b>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</b>	
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)
		6.85p	85,000
d)	Aggregated information - Aggregated volume - Price	n/a	
e)	Date of the transaction	16 September 2024	
f)	Place of the transaction	London Stock Exchange, XLON	