

***Reach non-regulatory announcement**

10 October 2024

Blackbird plc

Blackbird selected for Innovate UK's GBIP

Blackbird plc (AIM: BIRD), the developer and seller of the market leading cloud video platform, Blackbird, and developer and distributor of the online collaborative video editing and content creation platform, elevate.io, is pleased to announce that it has been selected to join Innovate UK's Global Business Innovation Programme ("GBIP") which includes a fully-funded trip attending the South by Southwest ("SXSW") Conference in Austin, Texas in March 2025.

Innovate UK is the United Kingdom's national innovation agency, part of UK Research and Innovation, aimed at driving economic growth by supporting businesses and organisations in developing and commercialising innovative ideas, products and services. Its primary goal is to help UK companies bring their cutting-edge technologies and innovations to market whilst fostering competitiveness on a global scale.

Innovate UK's GBIP is a 9 to 12 month programme that aims to support innovative UK businesses to grow and scale on the global stage through building R&D, innovation collaborations and partnerships.

SXSW is an annual event running from 7 to 14 March 2025. It combines conferences, festivals, and exhibitions across the fields of music, film, interactive media, technology and innovation. The festival has become a major cultural phenomenon and attracts a wide audience, from startups and creatives to investors, brand marketers and media professionals. As part of the selected cohort, Blackbird will benefit from Innovate UK's support including pitching opportunities, panel discussions and extensive networking to companies and potential partners.

Blackbird CEO Ian McDonough said: "We are thrilled to have been selected to join Innovate UK's Global Business Innovation Programme, which will provide us with multiple opportunities to showcase elevate.io globally to interested companies and potential partners and help us with our growth ambitions. We look forward to leveraging SXSW and the wider GBIP."

Contacts:

Blackbird plc

Ian McDonough, Chief Executive Officer

Stephen White, Chief Operating and Financial Officer

Tel: +44 (0)20 8879 7245

Allenby Capital Limited (Nominated Adviser and Broker)

Nick Naylor / Piers Shimwell (Corporate Finance)

Amrit Nahal / Guy McDougall (Equity Sales and Corporate Broking)

Tel: +44 (0)20 3328 5656

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

www.linkedin.com/company/blackbird-cloud

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