

12 August 2025

Blackbird plc
(the "Company")

Grant of share options

Blackbird plc (AIM:BIRD), the technology licensor, developer and seller of both the market-leading cloud native video editing platform, Blackbird, and the multiplayer editor in a browser, elevate.io, announces that 2,960,000 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**"). 1,150,000 options were granted to the following directors:

Name	Title	Number of options granted	Exercise price	Number of options held post grant
Ian McDonough	Executive Chair	450,000	2.8167p	6,480,000
Stephen Streater	R&D Director	300,000	2.8167p	2,670,000
Stephen White	Chief Operating and Financial Officer	300,000	2.8167p	2,650,000
Nick Lisher	Non-Executive Director	50,000	2.8167p	300,000
Youri Hazanov	Non-Executive Director	50,000	2.8167p	300,000

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. Pursuant to the Scheme, the options vest three years following the date of grant and will then be exercisable for seven years once vested.

Following the above grant, there are a total of 27,795,000 options outstanding over unissued Ordinary Shares representing 6.07% of the Company's current ordinary share capital of 458,049,306 Ordinary Shares, which includes a total of 12,400,000 options outstanding over unissued Ordinary Shares relating to Directors and PDMRs representing 2.71% 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

Ian McDonough, Executive Chair

Stephen White, Chief Operating and Financial Officer

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Allenby Capital Limited (Nominated Adviser and Broker)

Nick Naylor / Piers Shimwell (Corporate Finance)

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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 online 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

www.twitter.com/blackbirdcloud

www.facebook.com/blackbirdplc

www.youtube.com/c/blackbirdcloud

www.elevate.io

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

1.	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	1. Ian McDonough 2. Stephen Streater 3. Stephen White 4. Nick Lisher 5. Youri Hazanov
2.	Reason for the Notification	
a)	Position/status	1. Executive Chair 2. R&D Director 3. Chief Operating and Financial Officer 4. Non-Executive Director 5. Non-Executive Director
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 share options		
c)	Price(s) and volume(s)	Price(s)	Volume(s)	
		1. 2.8167p	1. 450,000	
		2. 2.8167p	2. 300,000	
		3. 2.8167p	3. 300,000	
		4. 2.8167p	4. 50,000	
		5. 2.8167p	5. 50,000	
d)	Aggregated information: -Aggregated volume -Price	n/a (single transactions)		
e)	Date of the transaction	11 August 2025		
f)	Place of the transaction	Outside a trading venue		