

REACH

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Blackbird plc (the “Company”)

Contract win

Blackbird announces deal with OEM partner for 2026 global Winter Games

Blackbird plc (AIM: BIRD) the developer of the market leading cloud video platform Blackbird and the browser-based collaborative editor elevate. io, announces a contract win with an OEM partner for use at a global Winter Games in 2026.

This Winter Games deployment will involve Blackbird’s cloud video editing platform being used to edit and publish content from multiple live streams and the full editing suite made available to rights holders all over the world.

Blackbird plc’s Executive Chair, Ian McDonough, commented:

“We’re proud to confirm that Blackbird will be deployed for the fifth time at this iconic international sporting event next year. Blackbird’s proven track record at the pinnacle of live sports production positions us as a trusted partner for the task. Our selection speaks to the strength of our technology and our role at the heart of live sports video production.”

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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 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.elevate.io

www.blackbird.video

www.linkedin.com/company/blackbird-cloud

www.twitter.com/blackbirdcloud

www.facebook.com/blackbirdplc

www.youtube.com/c/blackbirdcloud

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