

Reach announcement*

Blackbird plc (the “Company”)

elevate.io partners with the Greater New York Chamber of Commerce

26 September 2025, London – Blackbird plc (AIM: BIRD), developer of the browser-based collaborative video editor elevate.io, has partnered with the Greater New York Chamber of Commerce (the “Chamber”) on a series of initiatives designed to support the Chamber’s member community.

As part of the collaboration, elevate.io will be exhibiting at the Chamber’s ‘Annual Business Expo’ on Friday, 26 September at the Marriott Marquis, Times Square, New York. The free-to-attend event brings together thousands of business leaders and entrepreneurs. Additional joint initiatives will include webinars and ‘lunch and learn’ sessions to help Chamber members build essential video skills.

The Chamber represents more than 30,000 organisations and civic leaders, including entrepreneurs and small-to-medium-sized businesses. It plays a vital role in connecting and supporting the local business community through networking, events and advocacy, as well as serving as a catalyst for growth across the Greater New York area.

This collaboration forms part of elevate.io’s wider strategy to reach its target customer base of founders, small businesses and entrepreneurs. Through partnering with membership communities, networking opportunities, events and curated virtual workshops, elevate.io aims to equip Chamber members with the skills and tools to create better video content.

elevate.io enables teams and entrepreneurs to produce high-quality video faster, more collaboratively, and at lower cost, unlocking significant efficiencies in both speed and resources. Through its powerful online collaborative video editing, elevate.io is redefining how businesses create and deliver content at scale.

Blackbird CEO Ian McDonough commented:

“We are delighted to attend the Chamber’s event to begin to seed elevate.io to US based entrepreneurs, founders and SMEs. Building a cluster of users in the UK and on the US East Coast is our primary aim in the next few months and these events have so far affirmed our vision for elevate.io as well as educating us on our use cases and the future development of elevate.io.”

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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 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.blackbirdplc.com

www.elevate.io

www.blackbird.video

www.linkedin.com/company/blackbird-cloud

www.twitter.com/blackbirdcloud

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