

**Reach announcement\***

**Blackbird plc  
(the “Company”)**

**10 September 2025**

**elevate.io attends Ideas Fest to connect with Entrepreneurs, Founders, and Innovators**

**Blackbird plc (AIM: BIRD)**, the developer of the browser-based collaborative editor [elevate.io](https://elevate.io), today announces its participation at [Ideas Fest](#), one of the UK’s largest festivals for business innovation and creative thinking.

Participation at Ideas Fest forms part of the Company’s wider strategy to attend community-driven events and collaborations in both the US and UK, engaging directly with entrepreneurs, founders and investors (collectively “attendees”) to build relationships and showcase [elevate.io](https://elevate.io).

Ideas Fest takes place over two days from 10 to 11 September 2025 in Tring, Hertfordshire. The event sees thousands of attendees gather to discuss ground breaking ideas through dynamic panel discussions, speaker sessions and live demonstrations.

[elevate.io](https://elevate.io) is a next-generation video editor that brings together the power and precision of professional desktop software with the ease and flexibility of the cloud. Built on Blackbird’s patented ultra-responsive technology, it enables high-performance editing from anywhere, making it simple for everyone, from entrepreneurs to marketing teams, to create more video, faster.

**Ian McDonough, Executive Chair and CEO of Blackbird plc said,**

“We’re seeding [elevate.io](https://elevate.io) to our early users. Unlike conventional events, Ideas Fest celebrates disruption and innovation so it’s an ideal platform for us to showcase [elevate.io](https://elevate.io) to fellow innovators and connect directly to both entrepreneurs and the wider business community.”

---

**Contacts:**

**Blackbird plc.**

Tel: +44 (0)20 8879 7245

Ian McDonough, Chief Executive Officer

Caroline Steiner, Director of Communications

**Allenby Capital Limited** (Nominated Adviser and Broker) Tel: +44 (0)20 3328 5656

Nick Naylor / Piers Shimwell (Corporate Finance)

Amrit Nahal / Guy McDougall (Equity 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](https://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](https://www.elevate.io)

[www.blackbird.video](https://www.blackbird.video)

[www.linkedin.com/company/blackbird-cloud](https://www.linkedin.com/company/blackbird-cloud)

[www.twitter.com/blackbirdcloud](https://www.twitter.com/blackbirdcloud)

[www.facebook.com/blackbirdplc](https://www.facebook.com/blackbirdplc)

[www.youtube.com/c/blackbirdcloud](https://www.youtube.com/c/blackbirdcloud)

### **\*About Reach announcements**

This is a Reach announcement. Reach is an investor communication service aimed at assisting listed and unlisted (including AIM quoted) companies to distribute media only / non-regulatory news releases into the public domain. Information required to be notified under the AIM Rules for Companies, Market Abuse Regulation or other regulation would be disseminated as an RNS regulatory announcement and not on Reach.