

11 November 2025

Blackbird plc
(the “Company”)

Bill Roberts, former Adobe product lead, joins as a Board adviser for elevate.io

Blackbird plc (AIM: BIRD), the developer of the browser-based collaborative video editor elevate.io, announces the appointment of former Adobe product lead, Bill Roberts, as a Strategic Adviser to the board of the Company.

At Adobe, Bill served as Senior Director of Product Management for Premiere Pro and After Effects, where he was instrumental in Adobe’s move to a subscription based model and the expansion of its video business into a market leadership position. He subsequently led Adobe’s professional video strategy and the acquisition of Frame.io, providing him with extensive experience in cloud-based collaboration and deep insight into the video review and approval market.

Bill’s experience in guiding product innovation and strategic growth at Adobe and his pivotal role in bringing Frame.io into the Creative Cloud ecosystem make him uniquely positioned to help guide elevate.io through its next phase of growth.

Beyond Adobe, Bill has advised several high-growth startups and contributed to accelerator programmes such as TechStars, further cementing his reputation as a trusted voice in scaling creative technology businesses.

Blackbird Executive Chair Ian McDonough commented:

“Bill is one of the most respected figures in the mediatech sector bringing deep expertise into creative collaboration and cloud-based workflows. We are thrilled to welcome him as a strategic adviser for elevate.io. His extensive experience at Adobe and other high-growth startups, including his role in the Frame.io acquisition, brings exceptional insight that will be invaluable as elevate.io develops and scales commercially.”

Contacts:

Blackbird plc

Ian McDonough, Chief Executive Officer

Caroline Steiner, Director of Communications

Tel: +44 (0)20 8879 7245

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

Nick Naylor / Piers Shimwell (Corporate Finance)

Amrit Nahal / Kelly Gardiner (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 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

www.facebook.com/blackbirdplc

www.youtube.com/c/blackbirdcloud