

Reach announcement*

Blackbird plc **(the “Company”)**

elevate.io expands AI capabilities and adds tokens to the platform

5 November 2025, London – Blackbird plc (AIM: BIRD), developer of the browser-based collaborative video editor elevate.io, today launches AI image generation within elevate.io. At the same time, a token system will be added to the platform allowing users to redeem tokens for services. Further UI enhancements have also been released including thumbnails on the timeline and larger video tracks.

This release marks a strategic inflection point for the elevate.io signalling the start of a scalable monetisation framework that will extend to further services such as AI video generation and automated captioning.

AI image generation is the second AI feature to be added to elevate.io. These features enhance the user's experience and build on the platform's intuitive, creator-friendly editing experience.

By integrating a token system into elevate.io it:

- lays the groundwork for a sustainable, usage-based revenue model;
- assists in increasing the retention of monthly subscribers who will be given an allocation of tokens to spend on available services within their monthly subscription;
- enables free users to trial services which are behind the paywall, showing the value that these can bring, and helping increase the free to pay conversion rate; and
- allows for a reward mechanism for users who promote elevate.io through items such as social posts or referrals.

The launch of AI image generation and a token system within elevate.io represents a significant milestone in the Company's evolution. These developments will introduce a new revenue stream for the Company based on additional volumes of AI features above the monthly subscriber allowance which, in turn, will increase the average revenue per user (ARPU).

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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

www.facebook.com/blackbirdplc

www.youtube.com/c/blackbirdcloud

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