

***Reach**

**Blackbird plc
(the “Company”)**

elevate.io launches new structured pricing tiers

2 February 2026, London, Blackbird plc (AIM: BIRD), the developer of the browser-based collaborative video editing platform elevate.io, today announces the launch of a new tiered pricing structure for elevate.io, alongside the introduction of annual billing options, designed to align more closely with customer needs and usage requirements.

Following direct engagement with the Company’s initial ideal customer profiles (“ICPs”), the Company has launched a pricing model structured as a free plan and three paid tiers, being: Creator at \$10 per month; Pro at \$30 per month; and Business at \$100 per month. By validating the ICPs and their needs, the pricing plans have been designed to address distinct use cases and value expectations, enabling customers to quickly self-select the most appropriate plan. This clear alignment between ICPs, product capability and pricing is intended to simplify purchasing decisions and reduce friction at sign-up.

Ian McDonough, Blackbird Executive Chair, commented:

“elevate.io is designed to save teams who create video huge amounts of time through our multiplayer editing and instant review capabilities and therefore we are targeting teams and businesses as customers. As we move towards our scale-up phase, our pricing strategy needs to satisfy these customers, as well as individual content creators.”

The tiered pricing structure creates a clear and intuitive upgrade path for customers to derive more value from the platform and, as their needs evolve, the model encourages movement to higher-value plans. The introduction of annual plans is in response to demand from business customers seeking greater budget certainty and supports longer-term customer relationships.

For elevate.io, annual billing strengthens revenue visibility and cash flow, while positioning the platform to support larger, multi-user and enterprise-style deployments over time.

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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.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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