

25 March 2026

**Blackbird plc**  
(the "Company")

**Director / PDMR Shareholding**

Blackbird plc (AIM: BIRD), the technology licensor, developer and seller of both the market-leading cloud native video editing platform, Blackbird, and the multiplayer editor in a browser, elevate.io, was informed that, on 24 March 2026, Ian McDonough, the Company's Executive Chair, bought 2,560,700 ordinary shares of 0.8 pence each in the Company (the "Ordinary Shares") at a price of 1.932 pence per Ordinary Share.

Following the above purchase, Ian McDonough and his wife, Syarifah Aidid, now have a total beneficial interest in 15,658,482 Ordinary Shares, equivalent to approximately 3.26 per cent. of the Company's issued share capital.

The FCA notification in relation to the above and made in accordance with the requirements of the UK Market Abuse Regulation is appended below.

**Enquiries:**

Blackbird plc  
Ian McDonough, Executive Chairman  
Stephen White, Chief Operating and Financial Officer

Tel: +44 (0)20 8879 7245

Allenby Capital Limited (Nominated Adviser and Broker)  
Nick Naylor (Corporate Finance), Amrit Nahal (Equity Sales)

Tel: +44 (0)20 3328 5656

**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 online 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 licenses 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](http://www.blackbirdplc.com)

[www.blackbird.video](http://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](http://www.facebook.com/blackbirdplc)  
[www.youtube.com/c/blackbirdcloud](http://www.youtube.com/c/blackbirdcloud)  
[www.elevate.io](http://www.elevate.io)

**Notification and public disclosure of transactions by persons discharging managerial responsibilities and persons closely associated with them.**

<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>					
a)	Name	Ian McDonough				
<b>2</b>	<b>Reason for the notification</b>					
a)	Position/status	Executive Chair				
b)	Initial notification /Amendment	Initial notification				
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>					
a)	Name	Blackbird plc				
b)	LEI	2138006DWRVTIAVW3415				
<b>4</b>	<b>Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted</b>					
a)	Description of the financial instrument, type of instrument  Identification code	Ordinary Shares of 0.8p each  GB0004740477				
b)	Nature of the transaction	Purchase of ordinary shares				
c)	Price(s) and volume(s)	<table border="0"> <tr> <td>Price(s)</td> <td>Volume(s)</td> </tr> <tr> <td>1.932p</td> <td>2,560,700</td> </tr> </table>	Price(s)	Volume(s)	1.932p	2,560,700
Price(s)	Volume(s)					
1.932p	2,560,700					
d)	Aggregated information - Aggregated volume - Price	N/a				
e)	Date of the transaction	24 March 2026				
f)	Place of the transaction	London Stock Exchange, XLON				