This announcement contains inside information for the purposes of Regulation 11 of the Market Abuse (Amendment) (EU Exit) Regulations 2019/310. With the publication of this announcement via a Regulatory Information Service, this inside information is now considered to be in the public domain.

8 October 2026

Blackbird plc

(the "Company")

elevate.io joins Google's Chromebook perks

Partnership brings professional-grade, browser-native video editing to millions of Chromebook users, with a UK test market expected to launch in October 2026.

Blackbird plc (AIM: BIRD), the developer and seller of the market-leading cloud native video editing and publishing platform, Blackbird, and the browser-based collaborative video editor, elevate.io, is pleased to announce that elevate.io will be featured in Google's Chromebook perks programme.

Chromebook perks offer Chromebook owners exclusive benefits from selected software partners. Under the programme, Chromebook users will be able to access elevate.io with a 50% discount for six months on monthly pay-as-you-go plans, or a 25% discount on an annual subscription.

elevate.io is built natively in the browser, requiring no downloads, no installations and no high-powered local hardware, making it a natural fit for Chromebook users. The partnership unlocks professional-grade editing capabilities for Chromebook users, who amount to tens of millions worldwide, and represents a significant user acquisition opportunity for elevate.io.

The programme is expected to launch in the UK as a test market in October 2026, with performance informing potential expansion into further territories.

Ian McDonough, CEO & Executive Chair of Blackbird plc, commented:

"This collaboration with Google is powerful validation of the architectural decision we made with elevate.io: that the future of video editing is in the browser, accessible to everyone, on any device. Chromebook users are increasingly seeking out professional-grade editing tools, elevate.io solves that. Beyond the benefits to Chromebook users, Chromebook perks gives elevate.io a route to tens of millions of users through one of the most trusted consumer technology brands in the world. We're excited to launch in the UK this autumn and to build from there."

elevate.io is a collaborative, browser-based video editing platform from Blackbird plc, designed for creators, marketing teams and businesses. Built on Blackbird's patented cloud video technology, elevate.io enables fast, professional-quality editing and publishing from any device with a browser, with no downloads, no rendering delays and no specialist hardware required.

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Blackbird plc

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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 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

www.blackbird.video

www.linkedin.com/company/blackbird-cloud

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www.youtube.com/c/blackbirdcloud

www.elevate.io