

RNS Number : 7919P
Silver Bullet Data Services Grp PLC
14 February 2023

3Silver Bullet Data Services Group plc

("Silverbullet" or the "Company")

AIM Rule 17 Notification

Silverbullet (AIM: SBDS), a provider of digital transformation services and products, announces a change of information in relation to Keith Sadler, a Non-Executive Director of the Company, pursuant to AIM Rule 17 and Schedule 2(g) to the AIM Rules for Companies. Keith Sadler is a Non-Executive Director of Hawkwing Plc (LSE:HNG), which entered into administration on 10 February 2023.

For further information please contact:

Silverbullet	via IFC
Ian James (CEO)	
Strand Hanson Limited - Financial and Nominated Adviser	0207 409 3494
James Spinney / James Bellman / Robert Collins	
Oberon Capital - Broker	0203 179 5344
Mike Seabrook / Chris Crawford	
IFC Advisory	020 3934 6630
Graham Herring / Tim Metcalfe / Florence Chandler	

About Silverbullet

Silverbullet's proprietary 4D advertising solution is designed to help advertisers target consumers in a "post cookie world". The product is a natural extension to its existing services business which already serves a blue-chip client base such as Heineken, Channel 4, Amazon and ITV amongst many others. The removal of third-party cookies has already been implemented by web browsers such as Firefox and Safari, with Google expected to phase out the use of cookies in 2023.

Headquartered in London, the Group employs 74 employees across five regions across the globe, including, the UK, Italy, Germany, Australia and the US. The Group continues to look at other opportunities for expansion worldwide.

The Company has an established and growing services business with significant accumulated industry experience and a proven track record of delivering strategic projects and activation services to its clients. The majority of the Board have held senior positions at global software companies and have significant industry experience across data engineering, SAAS product development and marketing.

The Group has close technical and commercial partnerships with Salesforce, Oracle and Adobe, all of which have existing sales channels and are already delivering to clients.

The Group has established a strategic partnership and an entity with Local Planet, a scaled network of over 60 agencies across the globe. Local Planet Data Services Limited was established in December 2020 and presents a significant opportunity to provide data services and the 4D product to the Local Planet agency network.

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