

19 May 2023

Brave Bison Group plc
("Brave Bison" or the "Company", together with its subsidiaries "the Group")

Notice of Annual General Meeting

Brave Bison, the social media and marketing group, announces that notice convening the Company's Annual General Meeting (the "AGM") for 10am on 14 June 2023 at Gridiron Building, 1 Pancras Square, London, N1C 4AG was yesterday posted to shareholders who requested hard copies alongside the 2022 Annual Report.

The notice of AGM and the 2022 Annual Report will shortly be available from the Company's website at <https://bravebison.com/investors/>.

AGM attendance

The Company understands and respects the importance of the AGM to shareholders and the board of Directors greatly values the opportunity to meet shareholders in person. However, we understand that this may not be possible or desirable for all who wish to attend, therefore, the Company will offer shareholders the option to follow proceedings of the meeting via conference call link. However, shareholders will not be able to vote at the AGM when joining remotely. Any shareholders who wish to listen to the meeting by such means, should contact the Company Secretary prior to the day of the meeting at companysecretary@bravebison.com in order to request conference dial-in details. Shareholders are therefore asked, whether or not they propose to attend the AGM in person, to exercise their votes by submitting their proxy electronically via their Signal Shares account in advance of the Meeting and to appoint the Chair of the AGM as their proxy with their voting instructions.

Shareholders may also wish to submit questions in advance via e-mail to companysecretary@bravebison.com. We will endeavour to respond to questions raised directly, or by publishing responses on our website.

For further information please contact:

Brave Bison Group plc

Oliver Green, Chairman

via Cenkos

Theo Green, Chief Growth Officer

Philippa Norridge, Chief Financial Officer

Cenkos Securities plc

Tel: +44 (0)20 7397 8900

Nominated Adviser & Broker

Ben Jeynes

Dan Hodgkinson

About Brave Bison

Brave Bison (AIM: BBSN) is a social and digital media company, headquartered in London with a globally distributed workforce in over ten countries.

Brave Bison is unique in that it is both a digital media owner, as well as a digital media agency. The Company owns and operates its own channels, and the communities attached to them, as well as offering customers a suite of advertising and technology services to help reach digital audiences.

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Brave Bison has two core lines of business. Firstly, the publishing of content on social media channels to generate advertising revenue. Brave Bison operates over 650 channels including PGA Tour and US Open on YouTube, Cooking Wild and DIY & Crafts on Facebook and Slick and VSatisfying on Snap Discover. The Brave Bison media network generates approximately 1 billion average monthly views.

The second line of business involves the provision digital advertising and technology services for global, blue-chip brands such as Panasonic, New Balance, Primark and Samsung. These customers are serviced through three divisions: Social Chain (previously Brave Bison Social & Influencer), a social media advertising practice, Brave Bison Commerce, a digital commerce practice, and Brave Bison Performance, a paid and organic digital media practice.

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