

14 June 2022

Brave Bison Group plc

("Brave Bison" and the "Company")

AGM Statement

Brave Bison, the digital advertising and technology services company, is pleased to provide the following trading update ahead of the Company's Annual General Meeting to be held at 10.00 am today.

Trading Update

Trading in the first five months of the year has continued in-line with expectations and the Board reaffirms its ongoing confidence in meeting full-year market forecasts.

The integration of Social Chain, which was acquired in February 2023, is now well advanced. The delivery teams have been restructured and central functions including HR, IT, finance and marketing have all been merged with Brave Bison. New engagements have been won with Asda, Pinterest, Team GB and Warner Bros.

At Brave Bison Performance, our digital advertising practice, contracts have been renewed and/or expanded with major customers including Asus and Furniture Village. New business wins during the first half include a US insurance company under NDA with revenues of approximately \$12bn, GHD, a consumer products company, and Manual, a male wellness company.

At Brave Bison Commerce, our digital commerce practice, customers are continuing to invest in their digital platforms. Existing customer Muller ramped up activity in H1, and new customers include a Finnish retailer under NDA with revenues of approximately \$1.5bn.

In the Brave Bison Media Network, our portfolio of ~650 channels across YouTube, Snapchat, Facebook, TikTok and Instagram, contracts have been renewed in respect of partner channels for PGA Tour, DP World Tour and Alofoke, each for 24 months.

The Board would like to thank shareholders for their support over the past 12 months and we look forward to updating on further progress in September 2023 on the publication of the Company's interim results for the period to 30 June 2023.

For further information please contact:

Brave Bison Group plc

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About Brave Bison

Brave Bison (AIM: BBSN) is a digital advertising and technology services company, headquartered in London with a

globally distributed workforce in over ten countries. The Company provides services to global brand advertisers through four business units.

Brave Bison Performance is a paid and organic media practice. It plans and buys digital media on platforms like Google, Meta, TikTok, Amazon and YouTube, as well as providing search engine optimisation and digital PR services. Customers include New Balance, Curry's and Asus.

Social Chain by Brave Bison is a social media advertising practice. It creates content for social media platforms, and works with influencers to create and distribute content. This creative approach ensures that content more native to the platform it is on, leading to higher engagements from its audience. Customers include KFC, TikTok and General Mills.

Brave Bison Commerce is a digital commerce practice. It creates, improves and maintains transactional websites and manages the customer experience in a digital environment. This practice builds ecommerce systems in a composable way - whereby different functions of a website are provided by different software from different vendors. Customers include MKM Building Supplies, Muller and Furniture Village.

Brave Bison Media Network is a portfolio of channels across YouTube, Facebook, Snapchat, TikTok and Instagram. These channels generate over 1 billion monthly views, and the advertising inventory from each channel is sold through online advertising exchanges. Popular channels include The Hook, PGA Tour, US Open and Link Up TV.

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