

30 June 2023

**Mirriad Advertising plc**  
 ("Mirriad" or the "Company")

**Approval of resolutions at AGM**

Mirriad Advertising plc, the leading in-content advertising company, announces that on 30 June 2023, it held its annual general meeting of shareholders (the "Meeting").

During the business proceedings at the Meeting, Mirriad shareholders passed all resolutions as follows:

|  | VOTES FOR   | %     | VOTES AGAINST | %    | VOTES TOTAL | % of ISC VOTED | VOTES WITHHELD |
|--|-------------|-------|---------------|------|-------------|----------------|----------------|
| Resolution 1 - Receive Report and Accounts           | 137,797,977 | 99.94 | 78,515        | 0.06 | 137,876,492 | 28.18          | 35,313         |
| Resolution 2 - Approve Remuneration Report           | 126,667,977 | 91.87 | 11,208,515    | 8.13 | 137,876,492 | 28.18          | 35,313         |
| Resolution 3 - Re-appoint auditor                    | 137,765,663 | 99.92 | 108,515       | 0.08 | 137,874,178 | 28.18          | 37,627         |
| Resolution 4 - Remuneration of auditor               | 137,757,977 | 99.91 | 118,515       | 0.09 | 137,876,492 | 28.18          | 35,313         |
| Resolution 5 - Election of Nicole McCormack          | 126,665,663 | 91.87 | 11,208,515    | 8.13 | 137,874,178 | 28.18          | 37,627         |
| Resolution 6 - Election of JoAnna Foyle              | 137,765,663 | 99.92 | 108,515       | 0.08 | 137,874,178 | 28.18          | 37,627         |
| Resolution 7 - Re-elect Bob Head                     | 126,665,663 | 91.87 | 11,208,515    | 8.13 | 137,874,178 | 28.18          | 37,627         |
| Resolution 8 - Authority to allot shares             | 137,767,977 | 99.92 | 108,515       | 0.08 | 137,876,492 | 28.18          | 35,313         |
| Resolution 10 - Disapplication of pre-emption rights | 137,759,116 | 99.90 | 139,376       | 0.10 | 137,898,492 | 28.18          | 13,313         |

Notes:

- All resolutions were passed.
- The full text of the resolutions passed at the AGM can be found in the Notice of Annual General Meeting made available on the Company's website at [mirriadplc.com/investor-relations/reports-and-documents](http://mirriadplc.com/investor-relations/reports-and-documents).

**John Pearson, Chairman of Mirriad**, said: "The past six months has been a busy one for the Company as we undertook a Strategic Review concluding with the successful Placing and Open Offer and we have made significant technical progress towards our programmatic future. I am pleased that shareholders have recognised this today by approving the resolutions put before them. Management is now focused on delivering against the KPIs outlined in the annual report, further scaling the business and building long-term shareholder value."

ENDS

**Enquiries:**

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### **About Mirriad**

Mirriad's award-winning solution unleashes new revenue for content producers and distributors by creating new advertising inventory in content. Our patented, AI and computer vision technology dynamically inserts products and innovative signage formats after content is produced. Mirriad's market-first solution seamlessly integrates with existing subscription and advertising models, and dramatically improves the viewer experience by limiting commercial interruptions.

Mirriad currently operates in the US, Europe and the Middle East.

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