

29 September 2023

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

Exercise of Share Options

Brave Bison, the digital advertising and technology services company, announces that it has issued, conditional on admission, 809,541 new ordinary shares in the capital of the Company ("Ordinary Shares") following an exercise of share options.

The new Ordinary Shares will rank *pari passu* with the existing Ordinary Shares in issue and application has been made for the new Ordinary Shares to be admitted to trading on the AIM Market of the London Stock Exchange ("Admission"). Admission is expected to occur, and dealings in the new Ordinary Shares commence, at 8:00 a.m. on 5 October 2023.

Total Voting Rights

Following Admission, the Company will have a total of 1,288,147,280 Ordinary Shares in issue. No Ordinary Shares are held in treasury. The figure of 1,288,147,280 may be used by the Company's shareholders as the denominator in the calculations by which they will determine if they are required to notify their interest in, or a change to their interest in, the Company under the Financial Conduct Authority's Disclosure Guidance and Transparency Rules.

For further information please contact:

Brave Bison Group plc

Oliver Green, Chairman

Theo Green, Chief Growth Officer

Philippa Norridge, Chief Financial Officer

via Cavendish

Cavendish Securities plc

Nominated Adviser & Broker

Ben Jeynes

Dan Hodgkinson

Tel: +44 (0)20 7220 0500

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 nine countries. The Company provides services to global brands and 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.

SocialChain by Brave Bison is a social media advertising practice. It creates content for social media platforms and works with influencers to create and distribute marketing content. This creative approach ensures that content is more native to the platform it is on, allowing its customers to drive higher engagement from audiences of all ages. Customers include KFC, TikTok and General Mills.

Brave Bison Commerce is a digital commerce practice. It creates, improves and maintains ecommerce 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 hundreds of millions of 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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