

24 October 2023

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

Change of Nominated Adviser and Broker

Brave Bison Group plc, the digital advertising and technology services company, announces that, following the completion of the all-share merger between Cavendish Securities plc (previously named Cenkos Securities plc) and Cavendish Financial plc (previously named finnCap Group plc), and as a consequence of internal reorganisation within the Cavendish Group, the Company has changed its Nominated Adviser and Broker from Cavendish Securities plc to Cavendish Capital Markets Limited.

For further information please contact:

Brave Bison Group plc

Oliver Green, Chairman via Cavendish
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Nominated Adviser & Broker

Ben Jeynes
Dan Hodgkinson

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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