

**REACH: non-regulatory announcement\***

1 March 2024

**SEEN plc**  
("SEEN", the "Group" or the "Company")

**Partnership with the American 7s Football League**

SEEN plc (AIM: SEEN), the media and technology AI platform that creates and delivers Key Video Moments to drive increased views and revenues across video content, announces a partnership with the American 7s Football League® ("A7FL") for an Interactive Video Commerce and On-Demand Video Platform. A7FL is a trail-blazing no helmets, no pads, tackle American football league.

SEEN will provide A7FL's video on-demand offering on <https://www.a7fl.tv> throughout the A7FL's 10<sup>th</sup> season in 2024. In combination with SEEN, A7FL will bring fans all the best matches and highlights, together with specific player and team playlists, whilst engaging fans directly to purchase A7FL merchandise and tickets and learn more about the sport as they watch videos on their devices. In particular, using SEEN's technology, A7FL will also be bringing interactive reels to fans, which they can watch on their mobile devices via: <https://www.a7fl.tv/reels/>.

Now entering its historic 10<sup>th</sup> season on 24 March 2024, the A7FL has continued to expand and operates 10 divisions with a total of 34 teams. Culminating with its National Championship Match on 21 July 2024, A7FL generates more than 20 million views a season for its content and has approximately 1 million social subscribers. SEEN will help enhance the audience experience throughout and proactively contribute to the further growth of audience and establishment of its fan base for A7FL.

**SEEN's CEO, Adrian Hargrave, commented:** "We are excited to deepen our partnership with A7FL, who have created a unique brand, focused on attracting younger and diverse audiences. Our offering is well suited for A7FL's audience and we look forward to driving more views and more sales for A7FL as it continues its growth."

**Sener Korkusuz, CEO at A7FL, said:** "SEEN shares our vision for bringing next generation experiences to A7FL fans. With millions of viewers across our streaming platforms, we were looking for a way to drive direct interaction with fans watching on our platform while enhancing the fan experience and capitalizing on the tremendous engagement we receive".

**For further information please contact:**

**SEEN, seen.com**  
Adrian Hargrave, CEO  
Carmel Warren, CFO

Tel: +44 (0)7775 701 838

**Dowgate Capital (Joint Broker)**  
Stephen Norcross

Tel: +44 (0)20 3903 7721

**Allenby Capital Limited**  
**(Nominated Adviser and Joint Broker)**  
Alex Brearley / George Payne / Lauren Wright (Corporate Finance)  
Tony Quirke / Amrit Nahal (Sales and Corporate Broking)

Tel: +44 (0)20 3328 5656

**focusIR (Investor Relations)**  
Paul Cornelius / Kat Perez

Tel: +44 (0) 07866 384 707  
seen@focusir.com

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**About the A7FL:**

With the launch of its 10<sup>th</sup> season on March 24, the American 7s Football League (A7FL) has grown to 34 teams, 16 cities, and 1200+ athletes across the country by pioneering a familiar yet completely new format for America's most popular sport: 7v7 tackle football without helmets or hard-shell pads. The A7FL's unique format retains the toughness that fans of all ages crave, while its unique gameplay delivers action-filled performances that generate tens of millions of views and attract a new, younger audience (more than 75% are 18-34). Founded in 2014 by CEO Sener Korkusuz and President Ryan DePaul, the Spring (March-July) league's exciting new style has also attracted UFC® Co-Founder David Isaacs as Advisory Board Chair. The A7FL boasts over 850K social media followers and partnerships with DAZN, Sports.TV, Caffeine, Stadium Sports, and WAVE.tv. For a taste of A7FL action, visit A7FL.TV.

**About SEEN:**

SEEN, headquartered in New Haven, Connecticut and London, UK is an AI-led video technology platform that drives interactive and shoppable video. Its customers can leverage SEEN's technology to enhance their entire video collections and give viewers a better, frictionless experience to discover videos and learn, purchase and share directly from within their favourite content. SEEN is quoted on the AIM market of the London Stock Exchange with the ticker AIM: SEEN.

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