

10 April 2024

Brave Bison Group plc

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

Notice of Results & Investor Presentation

Brave Bison, the digital advertising and technology services company, expects to publish its audited results for the year ending 31 December 2023 on Monday 22 April 2024.

Oliver Green, Chairman, Theo Green, Chief Growth Officer, and Philippa Norridge, Chief Financial Officer, will be hosting a live presentation via the Investor Meet Company platform on 22 April 2024 at 10am.

The presentation is open to all existing and potential shareholders. Questions can be submitted pre-event via the Investor Meet Company dashboard up until 9am the day before the meeting or at any time during the live presentation.

The Investor Meet Company platform is free to use and can be accessed via the following link:

<https://www.investormeetcompany.com/brave-bison-group-plc/register-investor>

Investors who already follow Brave Bison on the Investor Meet Company platform will automatically be invited.

For further information please contact:

Brave Bison Group plc

Oliver Green, Chairman

via Cavendish

Theo Green, Chief Growth Officer

Philippa Norridge, Chief Financial Officer

Cavendish Capital Markets Limited

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Nominated Adviser & Broker

Ben Jeynes / Dan Hodgkinson - Corporate Finance

Michael Johnson / Tim Redfern - Sales and ECM

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.

SocialChain 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 is more native to the platform it is on, leading to higher engagements from its audience. Customers include Holland & Barrett, The Army 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 Furniture Village, Fiskars and Winparts.

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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