

31 May 2024

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

Total Voting Rights

Mirriad Advertising plc (AIM: MIRI), a leading virtual in-content advertising and virtual product placement company, announces that the Company's issued ordinary share capital as at the date of this announcement comprises 1,018,200,894 ordinary shares of £0.00001 each with one voting right each ("Ordinary Shares"). The Company does not hold any shares in treasury. Therefore, the total number of Ordinary Shares and voting rights in the Company is 1,018,200,894.

The above figure may be used by shareholders in the Company as the denominator for the calculations by which they will determine if they are required to notify their interest in, or a change to their interest in, the share capital of the Company under the FCA's Disclosure Guidance and Transparency Rules.

For further information please visit www.mirriad.com or contact:

Mirriad Advertising plc
Stephan Beringer, Chief Executive Officer
Nic Hellyer, Chief Financial Officer

c/o Charlotte Street Partners

Nominated Adviser, Broker & Joint Bookrunner:
Allenby Capital Limited
James Reeve/Lauren Wright (Corporate Finance)
Guy McDougall/Matt Butlin (Sales and Corporate Broking)

Tel: +44 (0)20 3328 5656

Financial Communications:
Charlotte Street Partners
Tom Gillingham

Tel: +44 (0) 7741 659021

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