

5 June 2024

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

Posting of Annual Report & Notice of AGM

Mirriad Advertising plc (AIM: MIRI), a leading virtual in-content advertising and virtual product placement company, announces that the Company has today posted to shareholders copies of its Annual Report and Accounts for the year ended 31 December 2023, along with Notice of the Company's Annual General Meeting ("AGM") and Form of Proxy.

The Company's AGM will be held at the offices of Osborne Clarke LLP at 6th Floor, One London Wall, London EC2Y 5EB at 10.00 a.m. on 28 June 2024

A copy of the Annual Report and Accounts and Notice of AGM and Form of Proxy will shortly be available from the Company's website www.mirriadplc.com/investor-relations.

Attendance at the AGM

Shareholders are invited to attend the AGM in person, however, due to space restrictions the Company requests that Shareholders confirm their intention to attend in advance to mirriadplc@mirriad.com no later than 48 hours prior to the time of the meeting.

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)

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Financial Communications:
Charlotte Street Partners
Tom Gillingham

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About Mirriad

The leader in virtual product placement and in-content advertising, Mirriad's multi-patented and award-winning platform dynamically inserts products and brands into Television, SVOD/AVOD, Music, and Influencer content. Mirriad creates net-new revenue opportunities for content owners with an ad format that virtually integrates brands in entertainment content, drives exceptional performance for advertisers and dramatically improves the viewing experience.

Mirriad currently operates in the US, Europe, and India.

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