

19 June 2024

## **Brave Bison Group plc**

("Brave Bison" and the "Company")

### **Result of Annual General Meeting**

Brave Bison, the digital advertising and technology services company, announces that at the Annual General Meeting ("AGM") of the Company held earlier today, all resolutions proposed at the meeting were duly passed by shareholders.

The full proxy results of the AGM will shortly be provided in the Investor Information section of the Company's website at [www.bravebison.com](http://www.bravebison.com).

For further information please contact:

#### **Brave Bison Group plc**

Oliver Green, Executive Chairman  
Theo Green, Chief Growth Officer  
Philippa Norridge, Chief Financial Officer

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 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 builds complex ecommerce platforms to support digital commerce operations. We are specialist consultants in composable system architecture, the most advanced

commercial operations. We are specialist consultants in composite system architecture, the most advanced technology available for enterprise customers. 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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