

28 June 2024

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

Result of Annual General Meeting

Mirriad (AIM: MIRI), a leading in-content advertising and virtual product placement company, is pleased to announce that, at its Annual General Meeting held earlier today, all of the resolutions were duly passed by the requisite majorities without amendment. The full text of the resolutions passed at the AGM can be found in the Notice of Annual General Meeting made available on the Company's website at mirriadplc.com/investor-relations/reports-and-documents

A poll was held on each of the resolutions proposed. The results of the polls are as follows:

Resolution	In favour Votes	%	Against Votes	%	Withheld* Votes
1	294,736,494	99.13%	2,584,299	0.87%	629,635
2	282,276,143	94.78%	15,549,725	5.22%	124,560
3	297,571,030	99.93%	220,524	0.07%	158,874
4	297,574,026	99.92%	227,528	0.08%	148,874
5	295,034,609	99.92%	249,612	0.08%	166,207
6	295,034,609	99.92%	249,612	0.08%	166,207
7	295,034,109	99.91%	271,612	0.09%	144,707
8	295,032,252	99.09%	2,696,156	0.91%	222,020
9	295,034,609	99.10%	2,694,299	0.90%	221,520

**A vote withheld is not a vote in law and is therefore not counted towards the proportion of votes "in favour" or "against" the resolutions. The number of Ordinary Shares in issue on 28 June 2024 was 1,032,600,894. Shareholders were entitled to one vote per share.*

The person responsible for the release of this announcement on behalf of the Company is Nic Hellyer, Chief Financial Officer.

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

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