

7 August 2024

Brave Bison Group plc
("Brave Bison" or the "Company")

Exercise of share options and change to total voting rights

The Company has made application to the London Stock Exchange for the admission to trading on AIM ("Admission") of 3,666,667 new ordinary shares of 0.1p each in the Company ("New Ordinary Shares"). The New Ordinary Shares are being issued pursuant to the exercise of restricted stock units ("RSUs") under the Company's RSU Plan for employees. The RSUs being exercised were granted to employees at or around the time of an acquisition in 2021 and the individuals are no longer employed by Brave Bison. The New Ordinary Shares rank *pari passu* in all respects with the Company's existing ordinary shares and Admission is expected to become effective on 13 August 2024.

Total Voting Rights

On Admission, the issued share capital of the Company will consist of 1,291,813,947 ordinary shares of 0.1p each ("Ordinary Shares"), with one voting right per share. The Company does not hold any Ordinary Shares in treasury. Therefore, the total number of Ordinary Shares and voting rights in the Company will be 1,291,813,947. This 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 contact:

Brave Bison Group plc

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via Cavendish

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Nominated Adviser & Broker

Ben Jeynes

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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 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.

information, please contact ms@seg.com or visit www.ms.com.

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