

14 August 2024

## Silver Bullet Data Services Group plc

("Silverbullet" or the "Company", or, together with its subsidiaries, the "Group")

### 4D AI New Integration Contracts and Appointment of Joint Broker

Silverbullet (AIM: SBDS), a provider of AI driven digital transformation services and products, is pleased to announce significant integration contracts and partnerships for 4D, the Company's contextual marketing AI product.

#### Leading Programmatic Ad Buying Platform Integration Contract

Silverbullet has secured a new contract to integrate its 4D AI technology with one of the world's largest programmatic self-service advertising buying platforms. This partnership enables advertisers to execute campaigns across multiple formats, including Video, Connected TV ("CTV"), and Display, by leveraging 4D's advanced contextual data set. The Ad Buying Platform transacts US\$9.6 billion of spend on its platform, currently growing at a rate of over 20% year over year. With the rapidly expanding global programmatic addressable market projected to reach approximately US\$799 billion by 2028<sup>1</sup>, this partnership is ideally positioned for 4D to benefit from brands' spending on the partner platform.

#### 4D Mobile Leading AD exchange Integration

Silverbullet has launched 4D Mobile, an advanced contextual targeting and insights solution for privacy-first mobile advertising. This has been achieved through a new integration with a leading Mobile APP advertising exchange which manages 10 billion mobile app advertising requests daily. 4D's data will be used to improve the outcomes of display, video and CTV ad campaigns within the mobile app environment.

In response to Apple's recent privacy and security announcements, including the introduction of Apple Intelligence<sup>2</sup>, there is very limited data available for advertisers to target consumers within mobile apps. 4D Mobile provides a timely solution, enabling advertisers to leverage 4D's advanced contextual data to target mobile advertising in a privacy-first, compliant manner. This innovative offering is well-positioned to address the growing mobile advertising market, which is poised to reach US\$352.70 billion<sup>3</sup> in 2024 and US\$761.25 billion by 2032<sup>4</sup>. 4D Mobile empowers advertisers to deliver personalised and relevant ad content while respecting user privacy, aligning with Apple's ethos.

Both of the integrations noted above are expected to significantly enhance the technological capability of 4D AI and expand its distribution channels, providing substantial revenue growth opportunities and solidifying its position in the global market.

#### Appointment of Joint Broker

The Company is also pleased to announce the appointment of Zeus Capital Limited as its joint broker with immediate effect.

**Ian James, CEO of Silverbullet, said, "We are thrilled to announce these strategic partnerships, which demonstrate the growing demand for 4D's innovative AI-powered solutions and delivers against our stated ambition to accelerate growth by becoming an integral data provider to the established programmatic advertising ecosystem. As the marketing landscape continues to evolve, our ability to provide privacy-first, brand-safe solutions that drive campaign effectiveness is increasingly valuable to leading brands and platforms. These integrations position 4D for significant growth and strengthen our position in privacy-first contextual advertising technology."**

<sup>1</sup> Statista Research Department: Global programmatic advertising spending from 2017 to 2028

<sup>2</sup> Apple Newsroom: Apple extends its privacy leadership with new updates across its platforms

<sup>3</sup> Statista Market Insights: In-App Advertising - Worldwide

<sup>4</sup> Custom Market Insights: Global Mobile Advertising Market Size Likely to Grow at a CAGR of 24% By 2033

**For further information please contact:**

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**About Silverbullet**

Silverbullet's proprietary 4DAI advertising solution is designed to help advertisers target consumers in a "privacy-first world". The product is a natural extension to its existing services business which already serves a blue-chip client base such as a leading UK hospitality brand and a Global Brewing company, amongst many others.

Headquartered in London, the Group employs 75+ data specialists across five regions across the globe, including, the UK, Italy, Australia, USA and Latin America. The Group continues to look at other opportunities for expansion worldwide.

The Company has an established and growing solutions business with significant accumulated industry experience and a proven track record of delivering strategic digital transformation and activation services to its clients. The majority of the Board have held senior positions at global software companies and have significant industry experience across data engineering, SAAS product development and marketing.

The Group has close technical and commercial partnerships with multiple global technology providers, all of which have existing sales channels and are already delivering to clients.

The Group has established a strategic partnership and an entity with Local Planet, a scaled network of over 60 agencies across the globe. Local Planet Data Services Limited was established in December 2020 and presents a significant opportunity to provide data services and the 4D product to the Local Planet agency network.

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