

11 September 2024

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

**Directorate Change**

Mirriad (AIM: MIRI), a leading in-content advertising and virtual product placement company, announces that, in line with his intentions as set out in the circular to shareholders dated 7 May 2024, John Pearson, non-executive director and former Chairman of the Company, has resigned as a director of the Company with immediate effect. John has agreed to remain available to James Black as his successor for a period of three months to continue to assist in the handover process.

James Black, Chairman, said:

*"On behalf of the board and the Company I would like to thank John for his contribution to the board and the company over his seven years and wish him well in the future".*

For further information please visit [www.mirriad.com](http://www.mirriad.com) or contact:

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