

12 November 2024

SEEN plc
("SEEN", "Group", or the "Company")

Appointment of Independent Non-Executive Director

SEEN plc (AIM: SEEN), the global media and technology platform that delivers Key Video Moments and Video Commerce to transform its clients' video profitability, is pleased to announce that, further to the Company's previous announcements, Michael Zigman has been appointed to the Board as an Independent Non-Executive Director with immediate effect. Michael will help the Group in targeting the skills and training market.

Mr. Zigman is currently CEO of NYC FIRST, an educational non-profit that promotes Science, Technology, Engineering, and Mathematics (STEM) learning including artificial intelligence and robotics. Michael has spent over 25 years operating, scaling and advising technology companies. Prior to NYC FIRST, Michael was a managing director at Soundview Technology Group and WR Hambrecht & Co., both technology-focused U.S. investment banks. He is a graduate of Dartmouth College. The Board believes that Mr. Zigman's experience in education and technology will be synergistic both in advancing SEEN's customer use cases for training (short-form "How To" videos) and in financial advisory matters that support SEEN's growth plan.

Michael Zigman has agreed to receive his non-executive director fees in either ordinary shares of the Company or options over ordinary shares of the Company, as have all the other non-executive directors, reflecting their confidence in the prospects of the Group and to align themselves with all shareholders.

Adrian Hargrave, CEO of the Group, commented: "I am delighted to welcome Michael to the Board of the Company. With his experience in the education and training sectors, as well as his knowledge of scaling technology companies, he will assist the Group to accelerate progress in the training sector, building on our fundraise earlier this year and the Group's work with American Leak Detection. I am also grateful to the non-executive directors for their investment in the Company by taking share-based compensation, reflecting their faith in the Group's prospects and to align themselves with shareholders. We look forward to announcing further news in due course on both contract wins, case studies and reseller agreements as the Group continues to execute against the plan set out at the time of the May 2024 fundraising and in the most recent interim results."

Additional disclosures required under the AIM Rules for Companies

Pursuant to Rule 17 and Schedule Two Paragraph (g) of the AIM Rules for Companies, Michael Adam Zigman, age 54, holds 1,166,666 ordinary shares in the Company and is, or has during the last five years, been a director or partner of the following non-profit organisations:

Current Directorships or Partnerships
NYC FIRST, Inc

Previous Directorships or Partnerships
Macaulay Honors College Foundation
New York Academy of Sciences
Hack NY Inc

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