

2 December 2024

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

Extension of Conditional Convertible Loan Note Subscription Period

Further to the Company's announcement made on 31 May 2024 (the "**Announcement**"), SEEN plc (AIM: SEEN), the global media and technology platform that delivers Key Video Moments and Video Commerce to transform its clients' video profitability, provides an update on the Conditional CLNs conditionally subscribed for by Gresham House Asset Management Limited ("**Gresham House**").

Pursuant to the Conditional CLNs, SEEN and Gresham House have agreed an extension, thereby allowing the conditions attributable to the Conditional CLNs to be satisfied or (if capable of waiver) waived by 13 December 2024 (or such later date as Gresham House and the Company may agree).

A further announcement will be made as and when appropriate.

Capitalised terms used in this announcement shall, unless defined in this announcement or unless the context provides otherwise, bear the same meaning ascribed to such terms in the Announcement.

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