

19 December 2024

**Blackbird plc
(the "Company")**

Product and deal renewals update

Ian McDonough, CEO of Blackbird plc (AIM:BIRD), the technology licensor, developer and seller of market-leading cloud native video editing platform, Blackbird, and developer of the online collaborative video editing and content creation platform, elevate.io, gives an investor update (via video):

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In the video update Ian McDonough makes the following points:

elevate.io:

- features and functionality are being added to elevate.io at pace. These include:
 - the addition of Social Sign On ("SSO") through Google which now accounts for over 50% of new sign ups;
 - elevate.io now also supports the Microsoft Edge browser as well as Google Chrome. Microsoft Edge is important as this is most used browser in the corporate world;
 - the timeline in elevate.io can now be resized to ease the addition of more video and audio tracks for more complex projects;
 - clips can be copied and pasted and duplicated on the elevate.io timeline; and
 - list view improves the project management capabilities;
- the elevate.io website, which is the main face to the market, has been updated including a new features page. This has led to an uptick in feature usage; and
- the payment gateway for elevate.io is on track for delivery in Q1 2025.

Blackbird:

- there have been some key customer renewals recently, including:
 - FIFA has been secured for a further two years
 - a further three-year renewal for a global financial news organisation

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About Blackbird plc

Blackbird plc operates in the fast-growing SaaS, Media and Entertainment and content creation markets. Blackbird plc's patented technology allows for frame accurate navigation, playback, viewing and editing in the cloud and it has two products.

Blackbird® a market leading suite of cloud-native computing applications, is used by rights holders, broadcasters, sports and news video specialists, live events and content owners, post production houses, other mass market digital video channels and corporations.

elevate.io is the company's new online collaborative content creation platform currently in general release. elevate.io is built using Blackbird's core technology and is aimed at professional teams and the fast growing Creator Economy.

Blackbird plc also licences its core video technology, under its 'Powered by Blackbird' licensing model, enabling video companies to accelerate their path to true cloud business models.

www.blackbird.video www.linkedin.com/company/blackbird-cloud www.twitter.com/blackbirdcloud
www.facebook.com/blackbirdplc www.youtube.com/c/blackbirdcloud
www.elevate.io

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