

REACH: non-regulatory announcement*

7 January 2025

Mirriad Advertising plc

("Mirriad" or the "Company")

Mirriad and BENlabs Launch First-Ever Integrated Advertising Solution Combining Virtual and Traditional Product Placement

The collaboration offers brand integration at scale with robust performance insights

Mirriad, a leading in-content advertising and virtual product placement ("VPP") company, announces a first-of-its-kind partnership that combines traditional, on-set product placement with cutting-edge virtual integrations. This collaboration addresses the growing demand for content-centric strategies that go beyond traditional ads, ensuring brands can authentically connect with audiences at scale.

Industry-First Partnership

This partnership of two industry leaders leverages several methods of in-content marketing: traditional product placement, VPP, programmatic VPP, influencer marketing, and content-driven storytelling. By uniting these strategies, both companies aim to deliver unprecedented scale to cross-channel brand experiences for agencies and advertisers. They will use their existing relationships with media companies, advertisers, and agencies to implement these advertising strategies across streaming, TV, film, music videos, and influencer content, creating a seamless, integrated solution for advertisers.

Scalable Solutions for Advertisers

Key highlights of the solution include:

- **Flexibility:** BENlabs' on-set expertise combined with Mirriad's virtual integrations creates seamless opportunities for brands to scale globally
- **Integrated Campaigns:** The dual-pathway solution strengthens campaign impact by combining traditional and virtual placements for maximum effectiveness.
- **Comprehensive Measurement:** A unified tracking framework enables advertisers to monitor performance across all placements, with insights into brand lift, return on investment, and cultural resonance.

Stephan Beringer, CEO at Mirriad said, *"This groundbreaking partnership leverages the trend of brands shifting their advertising strategies toward in-content to effectively stand out and better engage audiences. By merging BENlabs' distinct expertise and capabilities with Mirriad's leading in-content solutions, we are providing a seamless, all-in-one, integrated partner ecosystem and connected solution."*

Both companies will collaborate on an integrated tracking and measurement framework, allowing advertisers to monitor campaign performance across traditional product placement, virtual product placement, and influencer marketing. This system will provide unified performance and ROI metrics across all platforms. The partnership includes joint go-to-market activities to serve existing clients and reach new advertisers.

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For further information please visit www.mirriad.com or contact:

Mirriad Advertising plc
Stephan Beringer, Chief Executive Officer
Nic Hellyer, Chief Financial Officer

c/o Allenby

Nominated Adviser & Broker:
Allenby Capital Limited
James Reeve/Lauren Wright (Corporate Finance)
Guy McDougall/Matt Butlin (Sales and Corporate Broking)

Tel: +44 (0)20 3328 5656

Notes to Editors

About Mirriad

The leader in virtual product placement and in-content advertising, Mirriad's multi-patented and award-winning platform dynamically inserts products and brands into Television, SVOD/AVOD, Music, and Influencer content. Mirriad creates net-new revenue opportunities for content owners with an ad format that virtually integrates brands in entertainment content, drives exceptional performance for advertisers and dramatically improves the viewing experience.

Mirriad currently operates in the US, Europe, and India.

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