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29 January 2025

**SEEN plc**  
(**"SEEN"** or the **"Company"**)  
**Subscription for new ordinary shares**  
**and**  
**Total voting rights**

SEEN plc (AIM: SEEN), the global media and technology platform that delivers Key Video Moments to drive Video Commerce and transform its clients' video profitability, announces that to satisfy investor demand, it has conditionally raised gross proceeds of £78,500 at 4 pence per new ordinary share of 0.1 pence each in the Company (**"Ordinary Shares"**) (the **"Issue Price"**), representing a premium of 6.7 per cent. to the closing mid-market price of 3.75 pence per Ordinary Share on 28 January 2025, being the last trading day prior to this announcement (together the **"Subscription"**).

The net proceeds of the Subscription will be used to invest in the Company's training solutions.

The Subscription will utilise the Directors' existing authorities, given by shareholders at the annual general meeting on 30 July 2024, to issue Ordinary Shares for cash on a non-pre-emptive basis. The Subscription consists of the allotment and issue by the Company (conditional on and subject to Admission, as defined below) of 1,962,500 new Ordinary Shares (the **"Subscription Shares"**) at the Issue Price. The Company expects the Subscription Shares to benefit from tax relief pursuant to the Enterprise Investment Scheme (**"EIS"**).

**Admission**

An application has been made for the Subscription Shares to be admitted to trading on AIM (**"Admission"**) and it is expected that Admission will become effective and that dealings will commence at 8.00 a.m. on or around 31 January 2025. Once issued, the Subscription Shares will rank *pari passu* with the Company's existing Ordinary Shares.

**Total voting rights**

Following Admission, the enlarged issued share capital of the Company will comprise 122,241,641 Ordinary Shares. The Company does not hold any Ordinary Shares in treasury. Consequently, following Admission, 122,241,641 is the figure which may be used by shareholders as the denominator for the calculation by which they will determine if they are required to notify their interest in, or a change to their interest in, the Company under the Financial Conduct Authority's Disclosure Guidance and Transparency Rules.

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