

**REACH: non-regulatory announcement\***

**31 March 2025**

**Mirriad Advertising plc**  
**("Mirriad" or the "Company")**

**Mirriad Partners with Group Black to Power Virtual Product Placement Across Culturally Connected Content**

***AI-powered platform to enhance brand integration & audience engagement within Group Black's expansive content slate***

Mirriad, a leader in Virtual Product Placement ("VPP"), and Group Black, Inc. ("Group Black"), a media company driving growth for brands targeting diverse audiences, have announced a partnership to integrate Mirriad's virtual video ads into Group Black's slate of original content, unlocking new monetization opportunities for advertisers.

As part of this collaboration, Mirriad's contextual ad solution will be deployed across Group Black's premium programming, offering non-disruptive, in-scene brand moments that enhance storytelling while maximizing advertising impact. Group Black's expanding slate of original productions-including projects like SkillHouse, a GenTV production-will be able to feature seamless, in-content placements that align brands with narratives.

**Stephan Beringer, CEO of Mirriad said:** "This collaboration with Group Black creates value for advertisers while opening the potential for sustainable revenue streams for diverse content creators in the medium term - a win-win for branded entertainment."

**Cavel Khan, Chief Growth Officer at Group Black said:** "By integrating Mirriad's technology, we are strengthening our ability to deliver innovative brand experiences that deeply resonate with audiences and drive measurable results. Group Black is laser-focused on driving unparalleled growth for brands through culturally connected content and scaled distribution."

With this partnership, Mirriad's platform adds to Group Black's comprehensive suite of advertising solutions. Both companies have already begun analysing content to identify integration opportunities.

**ENDS**

For further information please visit [www.mirriad.com](http://www.mirriad.com) or contact:

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**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

dynamically inserts products and brands into television, SVOD/AVOD, music, and influencer content. Miriad 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.

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

#### **About Group Black**

Group Black is a media company dedicated to driving growth for brands targeting the New Majority-the fastest-growing demographic of diverse audiences shaping culture and driving economic impact. Committed to fostering an inclusive media ecosystem, Group Black amplifies underrepresented voices and builds culturally relevant strategies that deeply resonate with today's multicultural generation. Group Black is where culture calls home.

#### **About GenTV & SkillHouse**

SkillHouse premiered on GenTV.com, a revolutionary influencer-driven streaming platform designed to give creators greater control and profit than traditional studio models. This launch solidifies GenTV's commitment to high-value content that challenges industry norms.

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