

2 April 2025

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

Extension to partnership with RTL Ad Alliance

Mirriad and RTL Ad Alliance Extend Partnership to Expand Virtual Product Placement Across RTL Programming

Mirriad, a leading provider of AI-powered virtual product placement ("VPP"), and RTL Ad Alliance ("Ad Alliance"), part of the RTL Group and one of the leading advertising sales houses in Germany, have renewed their services agreement (the "Agreement") for a period of three years from 1 January 2025 to continue bringing innovative in-content advertising solutions to brands. The Agreement renewal further continues Mirriad's integration across the RTL Group by also reaching into selected prime-time-formats such as "The Bachelor".

Under the extension to the Agreement, Mirriad will continue to provide in-video advertising services to Ad Alliance to enable non-intrusive advertising solutions that seamlessly integrate brands into premium entertainment content. By leveraging Mirriad's platform, Ad Alliance can implement an innovative ad format that drives high audience engagement in a brand-safe, effective way and demonstrably complements Ad Alliance's traditional advertising formats to deliver strong KPIs for brands.

In the year ended 31 December 2024, work performed under the existing Agreement accounted for approximately 12 per cent. of the Company's revenue.

Stephan Beringer, CEO of Mirriad, said: "Ad Alliance has been a key partner in driving VPP adoption in Germany, and our partnership is now set to evolve on the steady growth we've achieved over the past years. This renewal ensures that advertisers continue to benefit from the in-content format across an even broader slate of premium programming. By expanding into RTL's prime-time series, we're creating greater opportunities for brands to connect with audiences in the moments that matter most.

"Through this partnership, brands can now access Mirriad's premium VPP inventory across a broader spectrum of RTL Deutschland's top-tier programming, reinforcing the industry's shift toward more integrated and effective advertising formats."

Meiko Reißmann, General Director Ad+Concept Studio at Ad Alliance, commented: "Virtual Product Placement is a powerful format that enhances brand visibility in a way that resonates with viewers. The feedback from our customers confirms this. As the leading advertising sales house in Germany, Ad Alliance offers the most comprehensive and innovative portfolio of advertising solutions in the market, backed by the country's strongest content lineup. By extending our long-year and highly successful collaboration with Mirriad, we continue to set new benchmarks for integrated brand experiences, enabling advertisers to engage with audiences in premium, contextually relevant environments at scale."

Mirriad's VPP solution drives superior brand awareness, purchase intent, and ROI (return on investment) for advertisers while enhancing the viewer experience. With this continued collaboration, Mirriad and Ad Alliance are setting new standards for the future of in-content advertising in Germany.

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

Mirriad Advertising plc

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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.

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

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