

23 April 2025

**Brave Bison Group plc**

("Brave Bison" or the "Company", together with its subsidiaries "the Group")

**Exercise of Share Options**

Brave Bison, the digital media, marketing and technology company, announces that it has issued, conditional on admission, 1,771,450 new ordinary shares in the capital of the Company ("New Ordinary Shares"). The New Ordinary Shares are being issued pursuant to the exercise of share options by certain former employees of the Group.

The new Ordinary Shares will rank pari passu with the existing Ordinary Shares in issue and application has been made for the new Ordinary Shares to be admitted to trading on the AIM Market of the London Stock Exchange ("Admission"). Admission is expected to occur, and dealings in the new Ordinary Shares commence, at 8:00 a.m. on 28 April 2025.

**Total Voting Rights**

On Admission, the issued share capital of the Company will consist of 1,293,585,397 Ordinary Shares of 0.1p each in the capital of the Company, with one voting right per share. The Company does not hold any Ordinary Shares in treasury. Therefore, the total number of Ordinary Shares and voting rights in the Company will be 1,293,585,397. This figure may be used by shareholders in the Company as the denominator for the calculations by which they will determine if they are required to notify their interest in, or a change to their interest in, the share capital of the Company under the FCA's Disclosure Guidance and Transparency Rules.

For further information please contact:

**Brave Bison Group plc**

Oliver Green, Chairman  
Theo Green, Chief Growth Officer  
Philippa Norridge, Chief Financial Officer

via Cavendish

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**About Brave Bison**

Brave Bison is a different beast: a digital media, marketing and technology company purpose built for the digital era. Headquartered in London with hubs in Manchester, New York, Bulgaria, Melbourne, Bangalore and Egypt, Brave Bison boasts a globally distributed team across eight countries. The company's unique position as both a digital media owner and a marketing and technology partner allows it to own and operate its own channels and communities while providing clients such as SharkNinja, New Balance and Real Madrid with a comprehensive suite of advertising and technology services to reach digital native audiences.

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