

THIS ANNOUNCEMENT AND THE INFORMATION CONTAINED HEREIN IS RESTRICTED AND IS NOT FOR RELEASE, PUBLICATION OR DISTRIBUTION, IN WHOLE OR IN PART, DIRECTLY OR INDIRECTLY, IN, INTO OR FROM THE UNITED STATES, AUSTRALIA, CANADA, THE REPUBLIC OF SOUTH AFRICA OR JAPAN OR ANY OTHER JURISDICTION IN WHICH SUCH RELEASE, PUBLICATION OR DISTRIBUTION WOULD BE UNLAWFUL. PLEASE SEE THE IMPORTANT NOTICES AT THE END OF THIS ANNOUNCEMENT.

THIS ANNOUNCEMENT IS FOR INFORMATION PURPOSES ONLY AND DOES NOT CONSTITUTE OR CONTAIN ANY INVITATION, SOLICITATION, RECOMMENDATION, OFFER OR ADVICE TO ANY PERSON TO PURCHASE AND/OR SUBSCRIBE FOR, OTHERWISE ACQUIRE OR DISPOSE OF ANY SECURITIES IN MIRRIAD ADVERTISING PLC OR ANY OTHER ENTITY IN ANY JURISDICTION. NEITHER THIS ANNOUNCEMENT NOR THE FACT OF ITS DISTRIBUTION, SHALL FORM THE BASIS OF, OR BE RELIED ON IN CONNECTION WITH ANY INVESTMENT DECISION IN RESPECT OF MIRRIAD ADVERTISING PLC.

THIS ANNOUNCEMENT CONTAINS INSIDE INFORMATION FOR THE PURPOSES OF ARTICLE 7 OF THE MARKET ABUSE REGULATION (596/2014/EU) AS IT FORMS PART OF UK DOMESTIC LAW BY VIRTUE OF THE EUROPEAN UNION (WITHDRAWAL) ACT 2018 ("MAR").

14 May 2025

Mirriad Advertising plc

("Mirriad" or the "Company")

Result of Placing

Mirriad Advertising plc (AIM: MIRI), a leading virtual in-content advertising and virtual product placement company, is pleased to announce, further to the announcement made on 13 May 2025 (the "**Launch Announcement**") regarding the launch of a proposed placing by way of an accelerated bookbuild (the "**Placing**"), that the accelerated bookbuild has closed and the Company has conditionally raised gross proceeds of £1.5 million through the successful placing by Allenby Capital Limited ("**Allenby Capital**") of 15,000,000,000 ordinary shares of £0.00001 each ("**Ordinary Shares**") in the capital of the Company (the "**Placing Shares**") with certain existing and new investors at a price of 0.01 pence per new Ordinary Share (the "**Issue Price**").

The Placing is conditional upon, amongst other things, the Placing Agreement not having been terminated in accordance with its terms, Admission becoming effective and Shareholders approving the Resolutions at the General Meeting that will grant to the Directors the authority to allot new Ordinary Shares and to dis-apply pre-emption rights. The General Meeting is proposed to be held at 10:00 a.m. on 2 June 2025. The Circular, which will provide further details of the Fundraise and include a notice convening the General Meeting, will be sent to Shareholders following the close of the WRAP Retail Offer.

Subject to the passing of the Resolutions at the General Meeting, an application will be made for the 15,000,000,000 Placing Shares to be admitted to trading on AIM at 8:00 a.m. on or around 4 June 2025 ("**Admission**").

The Placing Shares, when issued, will be fully paid and will rank *pari passu* in all respects with the Existing Ordinary Shares, including the right to receive all dividends and other distributions declared, made or paid after the date of issue.

WRAP Retail Offer

On 14 May 2025, in addition to the Placing, the Company announced a retail offer to existing Shareholders via the Winterflood Retail Access Platform ("**WRAP**") for up to 2,000,000,000 new Ordinary Shares (the "**Retail Offer Shares**") to raise up to an additional £200,000 (before expenses) at the Issue Price (the "**WRAP Retail Offer**"). The WRAP Retail Offer will close no later than 4:30 p.m. on 15 May 2025 and a further announcement will be made once the WRAP Retail Offer has closed. Any additional funds raised as a result of the WRAP Retail Offer will be used for general working capital purposes.

The WRAP Retail Offer is conditional upon, amongst other things, Shareholders approving the Resolutions at the General Meeting that will grant to the Directors the authority to allot new Ordinary Shares and to disapply -pre-emption rights.

Unless otherwise defined, definitions contained in this Announcement have the same meaning as set out in the Launch Announcement.

The person responsible for arranging the release of this Announcement on behalf of the Company is Nic Hellyer, Chief Financial Officer of the Company.

ENDS

Enquiries:

Mirriad Advertising Plc

Stephan Beringer, Chief Executive Officer
Nic Hellyer, Chief Financial Officer

c/o Allenby

Nominated Adviser, Broker & Bookrunner

Allenby Capital Limited

James Reeve/Lauren Wright/Daniel Dearden-Williams (Corporate Finance)
Guy McDougall/Matt Butlin (Sales and Corporate Broking)

Tel: +44 (0)20 3328 5656

This Announcement should be read in its entirety. In particular, the information in the "Cautionary statements" section of the Announcement should be read and understood.

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.

Cautionary statements

This Announcement may contain and the Company may make verbal statements containing "forward-looking statements" with respect to certain of the Company's plans and its current goals and expectations relating to its future financial condition, performance, strategic initiatives, cost cutting strategy, objectives and results. Forward-looking statements sometimes use words such as "aim", "anticipate", "target", "expect", "estimate", "intend", "plan", "goal", "believe", "seek", "may", "could", "outlook" or other words of similar meaning. By their nature, all forward-looking statements involve risk and uncertainty because they relate to future events and circumstances which are beyond the control of the Company, including amongst other things, United Kingdom domestic and global economic business conditions; market-related risks such as fluctuations in interest rates and exchange rates; the policies and actions of governmental and regulatory authorities; the effect of competition, inflation, deflation; the timing effect and other uncertainties of future acquisitions, joint ventures or combinations within third parties or within relevant industries; the effect of tax and other legislation and other regulations in the jurisdictions in which the Company and its affiliates operate; the effect of volatility in the equity, capital and credit markets on the Company's profitability and ability to access capital and credit; a decline in the Company's credit ratings; the effect of operational risks; and the loss of and replacement of key personnel. As a result, the actual future financial condition, performance and results of the Company may differ materially from the plans, goals and expectations set forth in any forward-looking statements. Any forward-looking statements made in this Announcement by or on behalf of the Company speak only as of the date they are made.

The information contained in this Announcement is subject to change without notice and except as required by applicable law or regulation (including to meet the requirements of the AIM Rules, MAR, the Prospectus Regulation Rules and/or FSMA), the Company and Allenby Capital expressly disclaim any obligation or undertaking to publish

any updates or revisions to any forward-looking statements contained in this Announcement to reflect any changes in the Company's expectations with regard thereto or any changes in events, conditions or circumstances on which any such statements are based. Statements contained in this Announcement regarding past trends or activities should not be taken as representation that such trends or activities will continue in the future. You should not place undue reliance on forward-looking statements, which speak only as of the date of this Announcement.

No statement in this Announcement is intended to be a profit forecast and no statement in this Announcement should be interpreted to mean that earnings per share of the Company for the current or future years would necessarily match or exceed the historical published earnings per share of the Company. Any indication in this Announcement of the price at which Ordinary Shares have been bought or sold in the past cannot be relied upon as a guide to future performance.

This Announcement does not identify or suggest, or purport to identify or suggest, the risks (direct or indirect) that may be associated with an investment in the Placing Shares. Any investment decisions to buy Placing Shares in the Placing must be made solely on the basis of publicly available information, which has not been independently verified by Allenby Capital. Each investor or prospective investor should conduct his, her or its own investigation, analysis and evaluation of the business and data described in this Announcement and publicly available information. The price and value of securities can go down as well as up.

The New Ordinary Shares to be issued pursuant to the Fundraise will not be admitted to trading on any stock exchange other than the AIM market of the London Stock Exchange.

Neither the content of the Company's website (or any other website) nor the content of any website accessible from hyperlinks on the Company's website (or any other website) is incorporated into or forms part of this Announcement.

This information is provided by RNS, the news service of the London Stock Exchange. RNS is approved by the Financial Conduct Authority to act as a Primary Information Provider in the United Kingdom. Terms and conditions relating to the use and distribution of this information may apply. For further information, please contact rns@seg.com or visit www.rns.com.

RNS may use your IP address to confirm compliance with the terms and conditions, to analyse how you engage with the information contained in this communication, and to share such analysis on an anonymised basis with others as part of our commercial services. For further information about how RNS and the London Stock Exchange use the personal data you provide us, please see our [Privacy Policy](#).

END

ROIGLGDUXSBDGUS