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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").

2 June 2025

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

Result of General Meeting

Mirriad Advertising plc (AIM: MIRI), a leading virtual in-content advertising and virtual product placement company, announces that, at its General Meeting held earlier today, the resolutions required to implement the Fundraise, details of which set out in the Company's announcement on 13 May 2025 (the "**Launch Announcement**") were duly passed without amendment.

Results of General Meeting

At the General Meeting, Resolutions 1 to 3 were duly passed and Resolution 4 was withdrawn. Resolutions 1 and 2 were passed on a show of hands and the proxy votes received from Shareholders were as follows:

| Resolution | In favour Votes | %* | Against Votes | %* | Withheld** Votes |
|------------|--------------------|--------|------------------|-------|---------------------|
| 1 | 92,404,424 | 99.80% | 184,355 | 0.20% | 4,622 |
| 2 | 92,404,424 | 99.80% | 184,355 | 0.20% | 4,622 |

Had Resolutions 1 and 2 been proposed on a poll, the Resolutions would still have passed and the results of the poll votes would have been as follows:

| Resolution | In favour Votes | %* | Against Votes | %* | Withheld** Votes |
|------------|--------------------|--------|------------------|--------|---------------------|
| 1 | 100,644,424 | 77.52% | 29,184,355 | 22.48% | 4,662 |
| 2 | 100,644,424 | 77.52% | 29,184,355 | 22.48% | 4,662 |

Resolution 3 was passed on a poll and the voting results were as follows:

| Resolution | In favour Votes | %* | Against Votes | %* | Withheld** Votes |
|------------|--------------------|--------|------------------|--------|---------------------|
| 3 | 100,251,927 | 77.36% | 29,334,852 | 22.64% | 246,622 |

* Percentage of those Shareholders who voted by proxy or poll (as relevant).

**A vote withheld is not a vote in law and is therefore not counted towards the proportion of votes "in favour" or "against" the resolutions.

Resolutions 1 and 3 were required in order to implement the Fundraise. As a consequence of Resolution 4 being withdrawn at the General Meeting, the Board does not have the authority to disapply Shareholders' statutory pre-emption rights in relation to the issue of new Ordinary Shares for general purposes pursuant to Resolution 2. The Board did not have imminent plans to utilise the authorities relevant to Resolution 2 and Resolution 4 that had been sought at the General Meeting and those Resolutions were not required to be passed in order to implement the Fundraise.

Completion of Placing and WRAP Retail Offer

Accordingly, the Placing and the WRAP Retail Offer of approximately £1.6 million, details of which were set out in the Launch Announcement, are expected to complete, conditional on Admission, at 8.00 a.m. on 4 June 2025 (or such later time and/or date as Allenby Capital and the Company may agree, but in any event by no later than 8.00 a.m. on 18 June 2025).

Admission and Total Voting Rights

Application has been made to the London Stock Exchange for a total of 16,039,746,900 new Ordinary Shares (comprising the Placing Shares and the Retail Offer Shares) to be admitted to trading on AIM ("**Admission**"). It is expected that Admission and dealings in the 16,039,746,900 new Ordinary Shares will commence at 8.00 a.m. on 4 June 2025 and they will rank pari passu with the existing Ordinary Shares. Following Admission, the enlarged share capital of the Company will consist of 17,072,347,794 Ordinary Shares, none of which are held in treasury. Therefore, the total number of voting rights in the Company will be 17,072,347,794 and this figure may be used by Shareholders 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 Company.

This announcement should be read in conjunction with the full text of the Circular posted to Shareholders on 16 May 2025, a copy of which is available on the Company's website at: www.mirriadplc.com/investor-relations.

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

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

ENDS

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

Mirriad Advertising Plc

James Black, Chairman
Nic Hellyer, Chief Financial Officer

c/o Allenby

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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 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.

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