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Blackbird PLC
10 September 2025

Reach announcement*

Blackbird plc (the "Company")

10 September 2025

elevate.io attends Ideas Fest to connect with Entrepreneurs, Founders, and Innovators

Blackbird plc (AIM: BIRD), the developer of the browser-based collaborative editor elevate.io, today announces its participation at [Ideas Fest](#), one of the UK's largest festivals for business innovation and creative thinking.

Participation at Ideas Fest forms part of the Company's wider strategy to attend community-driven events and collaborations in both the US and UK, engaging directly with entrepreneurs, founders and investors (collectively "attendees") to build relationships and showcase elevate.io.

Ideas Fest takes place over two days from 10 to 11 September 2025 in Tring, Hertfordshire. The event sees thousands of attendees gather to discuss ground breaking ideas through dynamic panel discussions, speaker sessions and live demonstrations.

elevate.io is a next-generation video editor that brings together the power and precision of professional desktop software with the ease and flexibility of the cloud. Built on Blackbird's patented ultra-responsive technology, it enables high-performance editing from anywhere, making it simple for everyone, from entrepreneurs to marketing teams, to create more video, faster.

Ian McDonough, Executive Chair and CEO of Blackbird plc said,

"We're seeding elevate.io to our early users. Unlike conventional events, Ideas Fest celebrates disruption and innovation so it's an ideal platform for us to showcase elevate.io to fellow innovators and connect directly to both entrepreneurs and the wider business community."

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About Blackbird plc

Blackbird plc operates in the fast-growing SaaS, Media and Entertainment and content creation markets. Blackbird plc's patented technology allows for frame accurate navigation, playback, viewing and editing in the cloud and it has two products.

Blackbird[®] a market leading suite of cloud-native computing applications, is used by rights holders, broadcasters, sports and news video specialists, live events and content owners, post production houses, other mass market digital video channels and corporations.

elevate.io is the company's new browser-based collaborative content creation platform currently in general release. elevate.io is built using Blackbird's core technology and is aimed at professional teams and the fast growing Creator Economy.

Blackbird plc also licences its core video technology, under its 'Powered by Blackbird' licensing model, enabling video companies to accelerate their path to true cloud business models.

www.elevate.io
www.blackbird.video
www.linkedin.com/company/blackbird-cloud
www.twitter.com/blackbirdcloud
www.facebook.com/blackbirdplc
www.youtube.com/c/blackbirdcloud

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