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("SEEN", the "Group" or the "Company")

### Trading Update

#### Trading in line with Full Year 2025 expectations

SEEN plc (AIM: SEEN), the Smart Video technology business that delivers AI-infused Key Video Moments to drive increased views and revenues across all video content, announces its unaudited trading and operational update for the year ended 31 December 2025 ("FY2025") together with its 2026 outlook. Revenue jumped 70% with operational gearing bringing cross-over to operating cash flow breakeven on a sustained basis. Operationally, a key driver for our technology offering remains a 9% average Clickthrough Rate, as opposed to industry standards of 1-2%, driving direct value for SEEN's customers.

Having achieved a critical mass of referenceable customers and with 90% of our revenue from repeat and recurring sources with significant gains in both the CSP and Technology businesses, the Board believes the Company is well positioned to leverage its operational gearing in 2026 and beyond.

#### FY 2025 Financial Highlights

- Group revenue increased 70% to 5.1m (2024: 3.0m), SEEN's second consecutive year of growth above 45%
  - o CSP ('YouTube Creator Services Partner business, formerly Multichannel Network') revenues increased 71% to 4.8m (2024: 2.8m)
  - o Technology revenues up 50% to 0.3m (2024: 0.2m)
  - o Recurring and repeat revenues more than 90% of Group revenues
- Gross profit doubled to approximately 1.2m (2024: 0.6m)
  - o Gross margin of 23.5% (2024: 21.2%), reflecting improved revenue mix
- Maiden annual positive Adjusted EBITDA\* of approximately 0.3m (2024: loss of 0.5m)
- Achieved sustained monthly operating cash flow breakeven during the period
- Cash position of approximately 1.4m (2024: 1.0m), providing flexibility for potential selective investment in earnings accretive partnerships

#### Operational and Strategic Highlights

- Signed largest ever contract on a multi-year basis with publishing house, expected to be worth up to 3.5m in annual revenues upon completion of milestones, with revenue run rate at year end of approximately 1.8m
  - o Added approximately 30 new customers during the year, across both CSP and technology segments
- Continued progress with selling the Group's technology products across different verticals, with particular traction in the sports and charitable foundation verticals for technology products
  - o Average 9% clickthrough rates (versus 1-2% standard clickthrough rate on video platforms), linked to sales, within customer videos is driving over 100% ROI for certain key customers
- Further success in cross selling SEEN's technology and services:
  - o CSP division continues to act as a profitable customer acquisition funnel for high-margin Technology sales
  - o Sales of *ShortsCut* to technology clients are driving cross-sales into the CSP division, accelerating the creation and publishing of short-form and remixed content from longer-form video (such as podcasts)
- Completion of initial version of training and education product, allowing for 2026 roll-out into this vertical
- Group's proprietary database of processed 'Key Video Moments' has grown significantly, further training our specific AI models to outperform generic tools in our target verticals
- Early warrant exercise by certain warrantholders and new ordinary shares subscribed for during the period to raise £0.7 million

#### 2026 Outlook

- Annualised revenue run-rate at year end of approximately 6.8m\*\*, reflecting continued growth in both technology and CSP sales
- Healthy sales pipeline primarily driven by the 'Training and Education' and 'Sports' verticals, alongside continued expansion of the CSP offering to include optimization for existing partners using SEEN's technology for both 'Shorts' and re-mixing of videos
- CFO expected to be appointed ahead of 2025 audit, which will be released during Q2 2026.

**Adrian Hargrave, CEO of the Group**, stated: "We are all delighted that SEEN has delivered another year of significant growth and moved into sustained operating cash flow breakeven. This demonstrates both the strength of our technology offering and our ongoing sales execution. Having established the financial foundations, combined with a market demand for monetising video, SEEN is well positioned to continue our growth trajectory, especially as we leverage current areas of strength, such as training and sports."

*I am grateful to our shareholders for their support and we will continue to execute on our growth strategy to deliver shareholder value from our AI-infused video moments. We will continue to deploy capital to accelerate organic customer growth. However, given our operational gearing, we will also review selective potential acquisition opportunities, particularly in our core verticals, where we can integrate complementary businesses into our platform to deliver immediate accretive value.*

*Deliver immediate accretive value.*

*I look forward to continued growth in 2026 and reporting on our financial results and customer and partnership highlights as the year progresses."*

## Notes

\* EBITDA adjusted for share-based payments and non-core costs

\*\* Annualised revenues assumes a run rate of revenues combining (i) technology based SaaS sales and (ii) December 2025 levels of YouTube advertising income from channel partners, which can be volatile

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