RNS Number : 4609Y
SEEEN PLC
13 May 2021

# SEEEN plc

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

## New Product Launch and Appointment of Sales Adviser, Grant of Options and Notice of Results

SEEEN plc (AIM: SEEEN), the global media and video technology platform delivering transformative video AI for improved digital marketing yield and connected audience experiences, is pleased to announce that it has launched a new product, *Dialog-To-Clip,* for sale to video creators on Adobe®'s app store. Adobe® is the world's leading company for digital media tools. SEEEN's *Dialog-To-Clip* offering brings SEEEN's "Key Video Moments" technology to approximately 10 million users of the Adobe® Premiere Pro® video editing platform.

During April, the Group announced strong Q1 results and the start of Q2 with a business-to-business product sale. The Group stated that as part of its Go-to-Market plan, it would be "rolling out additional video technology products to its target customer base starting in 2Q." Today's launch of *Dialog-To-Clip*, as discussed below, solves a major problem for video creators: how to cut the time and pain of annotating and editing "Key Video Moments".

In order to further focus the Group on sales, the Company has made a strategic advisory appointment of a senior business development executive to accelerate its Go-To-Market plan. The Company has also incentivized the *Dialog-To-Clip* team for additional commercial results with options priced at a 30% premium to yesterday's closing price.

***Dialog-To-Clip launch***

SEEEN's *Dialog-To-Clip* product has been approved by Adobe® as a plug-in for Premiere Pro® users and is now available for video editors to purchase both on the Adobe® Creative Cloud® Exchange and on the Company's website. The Adobe® Creative Cloud® Exchange is one venue where the millions of

users of Premiere Pro® can see and purchase plug-ins to optimise their video editing workflows. The Company will also be supplementing expected sales through the Creative Cloud® Exchange with targeted marketing to Premiere Pro® users.

SEEEN developed *Dialog-To-Clip* with input from our customers who face competitive pressure to produce more content at less cost. *Dialog-To-Clip* achieves these efficiencies by replacing the traditional timeline editing processes, which are labor intensive, with fast, accurate, and AI-driven in-video search. SEEEN's automated process draws upon its *Jetstream™* and *CreatorSuite™* technology components.

How *Dialog-To-Clip* Works:

*Dialog-To-Clip* is available as a panel inside Adobe® Premiere Pro®. It streamlines the editing process via an interactive, speaker diarized video transcript. From this transcript, a video editor can quickly search, identify and automatically create video clip assets from within a video. Without this product, video editors need to watch the full video and manually fast-forward and reverse through the video to a particular location in order to find, mark and extract a clip.

***Appointment of Sales Adviser***

In addition to the above product launch, the Company has also strengthened its sales function, including the recent appointment of William Jennings as a Sales Adviser to accelerate the Go-To-Market sales plan for its product portfolio, including *CreatorSuite™* and *JetStream™,* with larger brands and publishers. Bill has significant professional experience in senior sales management for online video, including most recently at Firework Networks, a short form video business enabling publishers to deploy "Shorts" (short videos for marketing and advertising purposes).

***Grant of Options***

The Company has today granted options over ordinary shares at an exercise price of 65 pence, 30% above the current market price, to the key employees and advisers involved in development of the *Dialog-To-Clip* product and the Company's sales plan. In total, the Company issued 625,000 options which vest 1/3rd on the first anniversary, 1/3rd on the second anniversary and 1/3rd on the third anniversary subject to the employee or adviser still being employed or actively involved with the Company (the "Grant of Options").

Post the Grant of Options, the Company has a total of 14.5% of its fully diluted share capital under option over ordinary shares.

***Notice of Results***

The Group intends to publish its Final Audited Results for the financial year ended 31 December 2020 in the week commencing 14 June 2021.

Todd Carter, SEEEN CEO, commented: "We are extremely pleased to commercialize *Dialog-To-Clip*. Customers are seeking more efficient video workflows and are attracted by SEEEN's value proposition. The introduction of *Dialog-To-Clip* is an important commercial step towards our vision of enabling a transformative video experience platform. By moving data intensive video editing functions closer to the user, we will reinforce the powerful value proposition of SEEEN's Cloud-Based solutions like *CreatorSuite*$^{TM}$ and *JetStream*$^{TM}$ that empower creators and enable publishers to reap higher returns from digital marketing.

In parallel with this product launch, we are delighted to appoint Bill Jennings, who has a strong track record in the online video industry, as a Sales Adviser to accelerate our Go-To-Market strategy with large video providers who seek to publish and commercialize their libraries by extracting "Key Video Moments" for consumers."

**Enquiries:**


**SEEEN**

| | |
|---|---|
| Patrick DeSouza, Chairman | Tel: +1 203 654 5426 |
| Todd Carter, CEO | Tel: +1 917 776 3027 |
| Adrian Hargrave, CFO | Tel: +44 7775 701 838 |
| Bill Jennings, Senior Sales Advisor | Tel: +1 917 647-3067 |

**Panmure Gordon** Tel: +44 20 7886 2500
**(Financial Adviser, Nominated Adviser & Joint Broker**)
Alina Vaskina / Sandy Clark (Corporate Advisory)
Erik Anderson / Rupert Dearden (Corporate Broking)

**Dowgate Capital (Joint Broker)** Tel: +44 20 3903 7721
Stephen Norcross



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@lseg.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

PRLLLLLFFELXBBL