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SEEEN plc

Strategic Partnership with Kinetiq, Inc.

SEEEN plc (AIM: SEEEN), the media optimisation platform offering proprietary AI-enhanced products and services to help creators, brands, and publishers drive value from their video assets, is pleased to announce a strategic partnership with Kinetiq, a leading media intelligence platform that enables global customers to measure the effectiveness of their paid, earned and owned media, across thousands of broadcast, CTV and social channels around the world.

The companies plan to provide "end-to-end" solutions for brands, networks and publishers to better manage and measure audience experiences, as companies look to migrate video content from traditional forms of media such as broadcast and cable to social and CTV media platforms.

Strategic Partnership

Kinetiq seeks to integrate SEEEN's AI technology into its media intelligence platform, expanding its suite of AI services to deconstruct video more efficiently and precisely at scale, while guiding better media decisions for its customers. These SEEEN solutions include Facial Recognition, Optical Character Recognition (OCR) and Natural Language Processing (NLP), all of which complement Kinetiq's existing services which include: Brand and Logo detection, speech to text and Video Watermarking and Fingerprinting.

Additionally, SEEEN plans to expand on its AI-driven technology and integrate it into its flagship video content manager, *Creator Suite*. SEEEN looks to offer Kinetiq's services and measurement products to its brand customers as part of its *CreatorSuite* solution, and to creators within SEEEN's multi-channel network. As noted in prior releases, SEEEN has a revenue share component to its contracts with certain of its customers as value-add solutions are developed. The parties contemplate a non-exclusive license.

Dr Patrick DeSouza, **Chairman of SEEEN**, commented: "In our recently published Annual Trading Update and 2022 Plan, we stated that 'we look forward to growing through a combination of licensing, revenue sharing and strategic partnerships.' We now have the right partner to advance our Go-To-Market plan along all three dimensions as underscored in this communication. In working closely with Kevin Kohn, CEO of Kinetiq, and his team to grow this commercial relationship, we see some exciting opportunities ahead for a broad range of customers and for our shareholders."

"Kinetiq processes millions of minutes of video content every day on behalf of its 250+ customers around the world and is a leader in the media intelligence space", comments **Kevin Kohn CEO of Kinetiq**. "As the

company extends beyond TV into Social and Digital, the amount of video we process will grow significantly. Leveraging AI and machine learning services from SEEEN will increase the accuracy, precision and scale of our video insights, allowing us to better meet the growing needs of our customers."

About Kinetiq

Kinetiq, headquartered in Philadelphia, PA, pushes the boundaries of media intelligence with the only unified, global platform to monitor and measure the complete spectrum of paid, earned and owned media across TV, CTV, Social and Digital. The Kinetiq platform empowers marketers, technology partners and content owners with audience metrics and analytics in real-time, providing the critical data and transparency needed to make informed decisions. Formed in 2019 with the merger of iQ Media and 4C's Teletrax, Kinetiq is trusted by leading brands, agencies, broadcasters and ISVs, including Mercedes-Benz, Red Bull, Fox Broadcasting Company, NBC and Google. Visit www.kinetiq.tv to learn more.

Market abuse regulation

This announcement contains inside information for the purposes of Article 7 of Regulation (EU) No 596/201 as it forms part of UK domestic law by virtue of the European Union (Withdrawal) Act 2018 ("MAR").

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Information about SEEEN

SEEEN is a media optimisation platform offering proprietary technology products and services to help creators, brands and publishers drive value from their video assets. SEEEN consists of two synergistic divisions: a business selling proprietary AI-based technology products and services and a YouTube Multi Channel Network ("MCN").

The technology division focuses on selling the Group's proprietary AI products that make video actionable through the automated creation of Key Video Moments:

- *CreatorSuite - an AI-based tool for creating and publishing Key Video Moments to any online channel, including websites and social media. It optimises videos for Google search to drive larger audiences and increases conversion of viewers into paying customers and subscribers through contextual End Cards*
- *JetStream - a backbone set of technologies and the Group's key differentiator against other video AI technology businesses. JetStream is used within the Group's other technology products and can be licenced by customers separately either as a whole system or in components*
- *Dialog-To-Clip - an Adobe® approved plug-in for Premiere Pro® users that streamlines the editing process via an interactive, speaker diarized video transcript*

These proprietary AI products provide the following direct customer benefits:

- Automated identification or Key Video Moments for sharing to the widest audience possible through social media and Google Search with up to 3 times the number of video views and bounce rates of below 20%
- 30% of all Key Video Moments are watched in full, triggering the viewer to see contextual End Cards to take follow-on actions, such as e-commerce
- Clickthrough rates on End Cards of up to 25% supporting both binge consumptions and direct e-commerce
- Proprietary AI models for automated identification of logos, people, speech and objects within videos to measure direct ROI from video creation and marketing spend
- Increased ability to drive contextual advertising as the internet moves away from cookie-generated advertising

The MCN division manages 10,000 YouTube creator channels with more than 11 billion annual video views. These generate revenue from YouTube advertising. These YouTube creators have sought to diversify their income streams and the products from the Group's technology division are being integrated with MCN creator channels to drive increased yield per view.

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