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SEEEN plc

("SEEEN" or the "Company")

Contract Wins

SEEEN plc (AIM: SEEEN), the video optimisation platform company offering proprietary technology products and services to help creators, brands and publishers drive value from their video assets, is pleased to provide an update on three further customer wins to close the first quarter. These customer wins in key vertical markets build on previous customer wins in 4Q 2021 and further underscore the demand for SEEEN's video momentization technology and YouTube optimisation services that are provided through its MultiChannel Network ("MCN").

CreatorSuite **customer wins**

- **A7FL Sports League:** A7FL, founded in 2014, is a US sports league designed to create an alternative to the National Football League ("NFL"). SEEEN has signed a commercial agreement to drive all videos from the start of its new season on A7FL's website using *CreatorSuite* as well as access to SEEEN's YouTube optimisation services as part of its MCN. A7FL's season has recently started and SEEEN's services are expected to both drive increased viewership of A7FL on its own website and social media as it seeks to engage a younger fan base. A7FL also seeks to increase engagement and monetisation from key moments within its video content. The A7FL customer win builds on the success of SEEEN's work with Sumitomo for the last Rugby World Cup and own auto racing videos from the Group's MCN network.

- **UK Financial Markets Publisher:** SEEEN is also pleased to announce a new customer for *CreatorSuite* to drive all videos on the website of a UK based financial markets publisher. The publisher intends to use SEEEN's *CreatorSuite* technology to increase the number of videos viewed by the publisher's approximately 1 million monthly viewers, as well as enhancing advertising and subscription opportunities from these videos. This customer win builds on SEEEN's previous wins with publishers and, more specifically, the financial markets publisher win announced in 4Q 2021.

YouTube Optimisation and Building SEEEN's MCN

The Company has also signed up a leading US web publisher to join the Group's MCN. The MCN has a critical mass of approximately 10,000 creators and over 10 billion video views per annum. The Company will leverage its expertise and provide direct consulting services in relation to the customer's YouTube content types and schedule. As part of this contract, the customer will benefit from two of SEEEN's technology products, *CreatorSuite* and *Dialog-To-Clip*. *CreatorSuite* allows for easier creation of re-mixed videos from existing content and *Dialog-To-Clip* creates significant efficiencies in creating

YouTube Shorts from key phrases. This win highlights the Company's solution for publishers to enhance their YouTube presence via new videos and YouTube Shorts using SEEEN's proprietary technology.

Akiko Mikumo, Interim Co-CEO commented: "The commercial momentum for *CreatorSuite,* highlighted in our recent trading update, continues and we have demonstrated we are also able to cross-sell our YouTube MCN and optimisation services to many of these customers. We have identified specific vertical markets, including sports and financial services, where *CreatorSuite* can provide audience growth and enhanced monetisation benefits for video owners."

David Anton, Interim Co-CEO added: "Content providers and the advertising industry have been looking for a fresh set of solutions to market short form video content. We look forward to securing further contracts in these verticals, as well as leveraging our recently announced strategic partnership with Kinetiq to drive larger deals with multi-national clients. Everywhere customers are looking for technology solutions to better monetize their marketing spend."

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