RNS Number : 0018N
SEEEN PLC
27 May 2022

SEEEN plc

("SEEEN" or the "Company")

Confirmation of Board appointment
and
Director Dealing

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 confirm the appointment of Charles Burdick as an independent Non-executive Director with immediate effect.

Charles Burdick has agreed to waive Board fees for this financial year and in exchange has been granted an option to acquire 200,000 ordinary shares in the Company at an exercise price of 30 pence, approximately 94% above the closing mid-market price of an ordinary share in the Company on 26 May 2022. These options will vest 1/3rd on the first anniversary, 1/3rd on the second anniversary and 1/3rd on the third anniversary.

Enquiries:

SEEEN
Patrick DeSouza, Chairman — Tel: +44 (0)7775 701 838
Akiko Mikumo, Co-CEO
David Anton, Co-CEO
Adrian Hargrave, CFO

Panmure Gordon — Tel: +44 (0)20 7886 2500
(Financial Adviser, Nominated Adviser & Joint Broker)
Alina Vaskina / Harriette Johnson (Corporate Advisory)
Rupert Dearden (Corporate Broking)

Dowgate Capital (Joint Broker) — Tel: +44 (0)20 3903 7721
Stephen Norcross

Additional Information

In accordance with the AIM Rules, the following information required to be disclosed in relation to Charles Burdick is set out below. Other than this information, there is no further information required to be disclosed under paragraph (g) of Schedule Two of the AIM Rules.

Full name and age

Charles James Burdick, aged 70

Current beneficial shareholding in the Group

Nil

Current Directorships

Nil

Former Directorships (previous five years)

Trivon AG (trading as Virgin Connect Russia)

Orion Telekom Holdings B.V.

Disclosure required under paragraph (g) (v) and (vii) of Schedule Two of the AIM Rules for Companies

Mr Burdick was appointed as a director of Bally Total Fitness Holding Corporation in or around January 2006. In or around August 2007 Mr Burdick resigned from the Board and in August 2007 the company filed for Chapter 11 protection from creditors under a pre-packaged reorganization plan which was supported by holders of its bond issues. The court filings showed the company had $396.8 of assets and $761.3 million of debt at the end of its prior fiscal year.

Mr Burdick was appointed as a director of Kaupthing Singer and Friedlander Limited in or around February 2006 and in October 2008 the company entered into administration, which is within 12 months of Charles's resignation. Mr Burdick resigned from the Board in October 2008 and the company was dissolved in December 2021. The deficiency as regards creditors was approximately £2.4m.

NOTIFICATION OF TRANSACTION OF DIRECTORS/PERSONS DISCHARGING MANAGERIAL RESPONSIBILITY AND CONNECTED PERSONS

The notifications below, made in accordance with the requirements of the UK Market Abuse Regulation, provide further detail in respect of the transactions described above.

1	**Details of the person discharging managerial responsibilities/person closely associated**	
a)	Name:	Charles Burdick
2	**Reason for the notification**	
a)	Position/status:	Non-executive Director
b)	Initial notification/Amendment:	Initial notification
3	**Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor**	
a)	Name:	SEEEN plc
b)	LEI:	213800RQVRMW2KRORN22
4	**Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted**	
a)	Description of the financial instrument, type of instrument: Identification code:	Ordinary Shares GB00BK6SHS41
b)	Nature of the transaction:	Grant of share option award

<table>
<tr><td>c)</td><td>Price(s) and volume(s):</td><td><table><tr><th>Price(s)</th><th>Volume(s)</th></tr><tr><td>Nil</td><td>200,000</td></tr></table></td></tr>
<tr><td>d)</td><td>Aggregated information:
· Aggregated volume:
· Price:</td><td>n/a (single transaction)</td></tr>
<tr><td>e)</td><td>Date of the transaction:</td><td>27 May 2022</td></tr>
<tr><td>f)</td><td>Place of the transaction:</td><td>Outside of a trading venue</td></tr>
</table>

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

BOAEANSKAFFAEFA