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SEEEN plc

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

Customer Wins

SEEEN plc (AIM: SEEEN), the video optimisation platform company offering proprietary technology products and services to brands, creators and publishers for harvesting video moments to enable discovery, sharing, e-commerce and improved digital marketing yield, is pleased to announce further sales of *CreatorSuite* in the financial publishing sector. These customer wins build on SEEEN's vertical markets strategy, previously communicated as part of the Group's Key Performance Indicators (KPIs), announced in its FY2021 Final Results on 30 June 2022.

Having previously secured two customers in the financial publishing sector, the Group has entered into contracts for *CreatorSuite* with two further such customers. Both of these customers are using *CreatorSuite* to drive e-commerce applications.

Each of today's financial publishing customers has a focus on events management and ticket sales. In one case, the Group is also providing additional managed services to curate moments within the videos and drive interest in events through relevant end cards for e-commerce sales. In the other case, the Group has agreed a monthly licence fee plus performance payments linked to the number of video views generated.

Financial publishing is a big addressable market around the world. As the Group continues to add wins in the financial publishing vertical, the existing customers provide a strong reference for future sales.

SEEEN's Go-to-Market strategy centres on gaining three types of business-to-business customers: (i) licensing to customer in 3 verticals - financial publishing, sports and retail; (ii) licensing and managed services to strategic customers and (iii) e-commerce applications for consumer-oriented services providers.

Chief Financial Officer Adrian Hargrave commented: "We are pleased to launch 2H with customer wins. As stated in our FY2021 Final Results, we have identified the financial publishing vertical as a strong target market for *CreatorSuite*, where longer form video from interviews and presentations requires moments to capture the attention of viewers. We are confident that we will continue to deliver against our sales KPIs and increase shareholder value. We appreciate the support of our investors who have eagerly anticipated SEEEN's shift from product development to commercialisation."

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