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SEEEN PLC
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SEEEN plc

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

CEO Appointment

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 the promotion of Adrian Hargrave as the Group's CEO and return of Akiko Mikumo and David Anton as non-executive directors following their work as Interim Co-CEOs.

As the Group noted in its recently released accounts, during 1H 2022 the Company released its initial products and now has successfully launched its Go to Market program with several customer wins and a growing sales pipeline. Beyond his current role as Chief Financial Officer, Adrian has led the closure of several customer wins and helped develop the sales pipeline and pricing structures.

The Board intends to appoint a Chief Financial Officer in the near term, with Adrian continuing to work with the finance team until then. Currently, the Board is reviewing various candidates and intends to solicit the input from its stakeholder groups.

Chairman, Patrick DeSouza, commented: "We welcome Adrian to his new role that really is not new to him. As SEEEN has gained commercial traction during 1H with customer wins, Go to Market partnerships and various customer deliveries of our video moments technology, Adrian has been in the middle of the process showing leadership in support of Akiko and David, our Interim Co-CEOs. Adrian also brings the important dimension of having worked in the London financial market for most of his career and is well known to our institutional investors. To be sure, as Akiko notes below, it is really our whole team including our CTO and President of our MCN business that have banded together during demanding times to deliver a growing company in a growing media-tech market."

Akiko Mikumo, Vice Chair, added: "It is now the right time for David and I to step back into non-executive roles, as the Group has a clearly defined path for commercialisation that we are confident Adrian will execute. David and I have also been extremely impressed with the other senior members of the management team, Jake Desjarlais and Jacob Coby, who both understand what is required to succeed in this market and we look forward to the team working together to deliver significant value to all our shareholders."

Chief Executive Officer, Adrian Hargrave, added: "I appreciate the vote of confidence and am excited about the Group's opportunities going forward. We are already delivering results for our customers through the use of Key Video Moments. These referenceable customers will help us accelerate customer acquisition. Market demand will grow as video asset owners focus more strongly on their video ROI, including direct e-commerce sales and media monitoring. The Board identified core sales KPIs in our recent 2021 Final Results and the team is focused on delivering against each of these to drive strong results for our shareholders."

SEEEN
Adrian Hargrave, CEO — Tel: +44 (0)7775 701 838
Patrick DeSouza, Chairman

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

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