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SEEEN plc

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

Customer Win - Daily Mail

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 sale of a *CreatorSuite* licence to the Daily Mail, the leading global publisher, reinforcing the strategic customer Key Performance Indicator ("KPI") highlighted in the Group's FY2021 Final Results announcement.

SEEEN has been working with the Daily Mail to implement *CreatorSuite* with Daily Mail's proprietary video player technology to increase SEO traffic to its website. This implementation is expected to go live imminently. By creating moments and having both the videos and moments rank for Google Search, *CreatorSuite* is expected to increase both search traffic and advertising income for Daily Mail due to improved information about each video's content.

This is the first example of SEEEN integrating its *CreatorSuite* offering with a separate video player, which expands the target market for *CreatorSuite* to advertising-focused publishers and reinforces SEEEN's plan to target strategic customers, identified as a core KPI for the Group.

Adrian Hargrave, CEO commented: "We have worked with the Daily Mail team on strategies to help improve returns on video and this is a key step in our ongoing relationship, which we hope will deepen with further video analysis technology solutions. We are excited to begin this implementation with this leading, forward thinking global publisher, vindicating our strategy of targeting strategic customers for whom video is becoming a greater priority than ever before. I am also particularly proud of the work of our technology team in driving the successful integration of *CreatorSuite* with a 3rd party video player, this greatly broadens our addressable target market. We look forward to adding further customer wins to build on our current momentum."

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