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SEEEN PLC
18 May 2023

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

Appointment of Non-Executive Director and Chief Financial Officer

SEEEN plc (AIM: SEEN), the media and technology platform that delivers Key Video Moments to drive increased views and revenues across video content, is pleased to announce the appointment of Mark Williams as an Independent Non-Executive Director, with immediate effect, and Carmel Warren as Chief Financial Officer ("CFO") with effect from 1 June 2023.

Since the Group's fundraising in late 2022, the Group has announced a large strategic customer win and sales hires, who have driven recent successes in new customer wins in the sports and e-commerce markets, key vertical markets identified in the Group's KPIs. The appointments build on both of these achievements.

Non-Executive Director Appointment

Mark brings particular expertise in working with technology companies in shaping and executing their Go-To-Market and Commercial strategy. His experience builds on the Company's fundraising in December 2022 to invest in its sales acceleration across all customer types.

Mark started his executive sales career at Lucent Technologies and subsequently moved to Adobe. More recently, he has held a variety of interim and advisory sales and commercial roles at Aurora Commerce, LucidCX, eCommera, Acuity Risk Management and Countercept. Since 2006, Mark has been a director of Sales Strategies Limited, which is a consultancy that provides advisory and delivery of business growth solutions for early-stage technology companies. Mark holds a diploma in company direction from the Institute of Directors and has prior AIM company experience as an interim non-board Commercial Director of Imaginatik plc.

Mark's board level experience also includes non-executive board positions with The Worshipful Company of Leathersellers since 2011 and Royal Artillery Institution since 2016. Mark is also a trustee of various charities, including First Trust 1st Regiment Royal Horse Artillery and the Leathersellers' Barnet Charity.

Chief Financial Officer Appointment

Carmel is joining the Company as CFO, bringing significant experience as a CFO of AIM-quoted technology companies, having previously held such roles at D4t4 Solutions plc, the AIM quoted data analytics business, and Universe Group plc, the AIM quoted developer and supplier of retail management solutions, payment and loyalty systems. Prior to these roles, she was CFO at Celebrus Technologies Limited and spent eleven years with ExxonMobil, having qualified as a chartered accountant with EY. She is also currently a Non-Executive Director of Fonix Mobile plc and Character Group plc.

Board Composition

Following these appointments, SEEEN's board consists of Dr. Patrick DeSouza in the role of Non-Executive Chairman, Akiko Mikumo, David Anton and Mark Williams as Independent Non-Executive Directors with Adrian Hargrave as Chief Executive Officer. At this stage of the Company's development, Carmel Warren will attend Board meetings in her capacity as both Company Secretary and as non-Board CFO.

Additional disclosures required under the AIM Rules for Companies

Pursuant to Rule 17 and Schedule Two Paragraph (g) of the AIM Rules for Companies, Mark Graham Williams, age 65, owns no ordinary shares in the Company and is, or has during the last five years, been a director or partner of the following companies and partnerships:

Current Directorships or Partnerships	**Previous Directorships or Partnerships**
Path2market Ltd	Colfe's School
Royal Artillery Institution Limited	
IQEQ Limited	
Sales Strategies Limited	

The Worshipful Company of Leathersellers

SEEEN, seeen.com Adrian Hargrave, CEO	Tel: +44 (0)7775 701 838
Dowgate Capital (Joint Broker) Stephen Norcross	Tel: +44 (0)20 3903 7721
Allenby Capital Limited **(Nominated Adviser and Joint Broker**) Alex Brearley / George Payne (Corporate Finance) Tony Quirke / Amrit Nahal (Sales and Corporate Broking)	Tel: +44 (0)20 3328 5656

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