

24 August 2023

SEEN plc
("SEEN", the "Group" or the "Company")

Director dealing

SEEN plc, the media and technology platform that delivers AI-led Key Video Moments to drive increased views and revenues across all video content, announces that on 23 August 2023, Adrian Hargrave, Chief Executive Officer, purchased a total of 354,081 ordinary shares of 0.1 pence each in the Company ("Ordinary Shares"), at a weighted average price of 2.26 pence per Ordinary Share, further details of which are set out in the FCA notification made in accordance with the requirements of the UK Market Abuse Regulation, which is appended below.

Following this purchase, Adrian Hargrave has an interest in 1,142,414 Ordinary Shares representing approximately 1.22% of the Company's issued share capital.

Furthermore, Adrian Hargrave intends, in due course, to sell 150,000 of the Ordinary Shares that he purchased on 23 August 2023 at the same price of 2 pence per Ordinary Share, to certain of the Company's employees and other individuals who have expressed an interest in purchasing Ordinary Shares but are not currently in a position to do so electronically. A further announcement in respect of this disposal will be made when appropriate.

Enquiries:

SEEN, seen.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

1	Details of the person discharging managerial responsibilities/person closely associated	
a)	Name:	Adrian Hargrave
2	Reason for the notification	
a)	Position/status:	Chief Executive Officer
b)	Initial notification/Amendment:	Initial notification
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name:	SEEN 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:	Acquisition of shares						
c)	Price(s) and volume(s):	<table><tr><th>Price(s)</th><th>Volume(s)</th></tr><tr><td>2.45p</td><td>204,081*</td></tr><tr><td>2p</td><td>150,000</td></tr></table> * Ordinary Shares purchased via Adrian Hargrave's self-invested personal pension.	Price(s)	Volume(s)	2.45p	204,081*	2p	150,000
Price(s)	Volume(s)							
2.45p	204,081*							
2p	150,000							
d)	Aggregated information: ·Aggregated volume: ·Price:	354,081 £7,999.98						
e)	Date of the transaction:	23 August 2023						
f)	Place of the transaction:	London Stock Exchange (AIM)						

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