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

Partnership with the London Broncos

SEEEN plc (AIM: SEEN), the media and technology AI platform that creates and delivers Key Video Moments to drive increased views and revenues across video content, announces a three-year partnership with the London Broncos to provide SEEEN's video commerce and engagement platform to rugby league, for the first time, on the newly designed London Broncos website.

The partnership between SEEEN and the London Broncos brings SEEEN's AI interactive video commerce and engagement platform to rugby league for the first time. SEEEN's offering will be available on www.londonbroncosrl.com and SEEEN's logo will feature on the sleeves of this season's home and away kits.

Videos on the London Broncos website will drive interactive engagement for fans on all devices, allowing viewers to access the video content that they want to see, together with opportunities for fans to learn more about players, the club and opposition as they watch, or to subscribe for Broncos offers, purchase tickets and kit.

SEEEN already has clients in the sports, publishing and e-commerce industries and this marks its first step into rugby league. SEEEN's technology drives better returns on new and historic video content for fans and owners by finding the most relevant and engaging segments of videos for publication on websites and social media platforms.

SEEEN CEO Adrian Hargrave commented: "We are delighted to partner with London Broncos as their website and video commerce provider. This is a particularly exciting time for SEEEN to partner with the club, as they establish themselves in Super League at the beginning of IMG's ownership, which should continue to drive digital engagement."

Digital, and video more specifically, are increasingly important in helping sports clubs to reach and engage with their fans, both locally and internationally. Our goal is to make the website a key interaction point for all Broncos fans, helping to maximise the Club's communications and capitalise on its social media outreach, allowing existing and new fans to learn more about the club and everything it offers in the wider community quickly.

We hope that this partnership will establish a new level of website and video interactivity for fans that can be replicated across rugby league and other sports to enable clubs to connect with their fans and community more effectively. We look forward to supporting Broncos as they make their mark on Super League and the London community."

London Broncos Head of Commercial Mark Kemp said: "I'm excited to announce this collaboration with SEEEN plc. Having spoken with Adrian and his team, their passion for their business was obvious and also the opportunity to make a difference to London Broncos.

We look forward to offering our fans an enhanced website experience and also to be a pioneer in interactive video in sports for rugby league that allows our fans to access content and information that they want to see faster. We are always looking at how best to enhance digital engagement with fans and look forward to working with SEEEN to capitalise on digital and technology trends."

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