RNS Number : 7865B
SEEEN PLC
02 February 2024

2 February 2024

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

Director dealings

SEEEN plc (AIM: SEEN), the global media and technology platform that delivers Key Video Moments to drive Video Commerce and transform its clients' video profitability, announces that Adrian Hargrave, Chief Executive Officer, purchased a total of 60,000 ordinary shares of 0.1 pence each in the Company ("Ordinary Shares") on 1 February 2024 at a price of 5 pence per Ordinary Share via his ISA.

In addition, as indicated in the Company's announcement of 24 August 2023, Adrian Hargrave has completed the sale of 150,000 Ordinary Shares (the "Transfer Shares") on 1 February 2024 to certain of the Company's employees and other individuals at a price of 2 pence per Ordinary Share. These were Ordinary Shares that he acquired on their behalf at the then prevailing mid-price as these individuals were not in a position to do so. The price represents the same price at which he purchased the Transfer Shares on 23 August 2023.

Further details of the above share dealings are set out in the FCA notification made in accordance with the requirements of the UK Market Abuse Regulation, which is appended below.

Following the above share dealings, Adrian Hargrave has an interest in 1,052,414 Ordinary Shares representing approximately 1.13% of the Company's issued ordinary share capital.

Enquiries:

SEEEN, seeen.com — Tel: +44 (0)7775 701 838
Adrian Hargrave, CEO

Dowgate Capital (Joint Broker) — Tel: +44 (0)20 3903 7721
Stephen Norcross

Allenby Capital Limited — Tel: +44 (0)20 3328 5656
(Nominated Adviser and Joint Broker)
Alex Brearley / George Payne / Lauren Wright (Corporate Finance)
Tony Quirke / Amrit Nahal (Sales and Corporate Broking)

focusIR (Investor Relations) — Tel: +44(0) 07866 384 707
Paul Cornelius / Kat Perez — seeen@focusir.com

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:	SEEEN 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:	Purchase of Ordinary Shares into ISA
c)	Price(s) and volume(s):	**Price(s)** / **Volume(s)**: 5 pence / 60,000
d)	Aggregated information: ·Aggregated volume: ·Price:	As above
e)	Date of the transaction:	1 February 2024
f)	Place of the transaction:	London Stock Exchange (AIM)

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:	SEEEN 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:	Sale of Ordinary Shares
c)	Price(s) and volume(s):	**Price(s)** / **Volume(s)**

		2 pence: 150,000
d)	Aggregated information: ·Aggregated volume: ·Price:	As above
e)	Date of the transaction:	1 February 2024
f)	Place of the transaction:	Outside a trading venue

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