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

Partnership with the American 7s Football League

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 partnership with the American 7s Football League® ("A7FL") for an Interactive Video Commerce and On-Demand Video Platform. A7FL is a trail-blazing no helmets, no pads, tackle American football league.

SEEEN will provide A7FL's video on-demand offering on: https://www.a7fl.tv throughout the A7FL's 10th season in 2024. In combination with SEEEN, A7FL will bring fans all the best matches and highlights, together with specific player and team playlists, whilst engaging fans directly to purchase A7FL merchandise and tickets and learn more about the sport as they watch videos on their devices. In particular, using SEEEN's technology, A7FL will also be bringing interactive reels to fans, which they can watch on their mobile devices via: https://www.a7fl.tv/reels/.

Now entering its historic 10th season on 24 March 2024, the A7FL has continued to expand and operates 10 divisions with a total of 34 teams. Culminating with its National Championship Match on 21 July 2024, A7FL generates more than 20 million views a season for its content and has approximately 1 million social subscribers. SEEEN will help enhance the audience experience throughout and proactively contribute to the further growth of audience and establishment of its fan base for A7FL.

SEEEN's CEO, Adrian Hargrave, commented: "We are excited to deepen our partnership with A7FL, who have created a unique brand, focused on attracting younger and diverse audiences. Our offering is well suited for A7FL's audience and we look forward to driving more views and more sales for A7FL as it continues its growth."

Sener Korkusuz, CEO at A7FL, said: "SEEEN shares our vision for bringing next generation experiences to A7FL fans. With millions of viewers across our streaming platforms, we were looking for a way to drive direct interaction with fans watching on our platform while enhancing the fan experience and capitalizing on the tremendous engagement we receive".

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About the A7FL:

With the launch of its 10th season on March 24, the American 7s Football League (A7FL) has grown to 34 teams, 16 cities, and 1200+ athletes across the country by pioneering a familiar yet completely new format for America's most popular sport: 7v7 tackle football without helmets or hard-shell pads. The A7FL's unique format retains the toughness that fans of all ages crave, while its unique gameplay delivers action-filled performances that generate tens of millions of views and attract a new, younger audience (more than 75% are 18-34). Founded in 2014 by CEO Sener Korkusuz and President Ryan DePaul, the Spring (March-July) league's exciting new style has also attracted UFC® Co-Founder David Isaacs as Advisory Board Chair. The A7FL boasts over 850K social media followers and partnerships with DAZN, Sports.TV, Caffeine, Stadium Sports, and WAVE.tv. For a taste of A7FL action, visit A7FL.TV.

About SEEEN:

SEEEN, headquartered in New Haven, Connecticut and London, UK is an AI-led video technology platform that drives interactive and shoppable video. Its customers can leverage SEEEN's technology to enhance their entire video collections and give viewers a better, frictionless experience to discover videos and learn, purchase and share directly from within their favourite content. SEEEN is quoted on the AIM market of the London Stock Exchange with the ticker AIM: SEEN.

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