RNS Number : 1096Y
SEEEN PLC
29 July 2024

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

**Director dealing**

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 80,645 ordinary shares of 0.1 pence each in the Company ("Ordinary Shares") on 26 July 2024 at a price of 3.1 pence per Ordinary Share via his SIPP.

Following the above share dealings, Adrian Hargrave has an interest in 2,066,392 Ordinary Shares representing approximately 1.72% of the Company's issued share capital.

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.


Enquiries:

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Adrian Hargrave, CEO

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**(Nominated Adviser and Joint Broker**)
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|---|---|---|
| 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** | |

<table>
<tr><td></td><td>conducted</td><td></td></tr>
<tr><td>a)</td><td>Description of the financial instrument, type of instrument:<br>Identification code:</td><td>Ordinary Shares<br><br>GB00BK6SHS41</td></tr>
<tr><td>b)</td><td>Nature of the transaction:</td><td>Purchase of Ordinary Shares into SIPP</td></tr>
<tr><td>c)</td><td>Price(s) and volume(s):</td><td><table><tr><th>Price(s)</th><th>Volume(s)</th></tr><tr><td>3.1 pence</td><td>80,645</td></tr></table></td></tr>
<tr><td>d)</td><td>Aggregated information:<br>·Aggregated volume:<br>·Price:</td><td>As above.</td></tr>
<tr><td>e)</td><td>Date of the transaction:</td><td>26 July 2024</td></tr>
<tr><td>f)</td><td>Place of the transaction:</td><td>London Stock Exchange (AIM)</td></tr>
</table>

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