RNS Number : 4138C
SEEEN PLC
02 September 2024

2 September 2024

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 228,873 ordinary shares of 0.1 pence each in the Company ("Ordinary Shares") on 30 August 2024 at a price of 2.5 pence per Ordinary Share via his SIPP.

Following the above share dealings, Adrian Hargrave has an interest in 2,295,265 Ordinary Shares representing approximately 1.91% of the Company's issued ordinary 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.

For further information please contact:

SEEEN plc Tel: +44 (0)7775 701 838
Adrian Hargrave, Chief Executive Officer

Dowgate Capital Limited - Joint Broker Tel: +44 (0)20 3903 7715
Stephen Norcross

Capital Plus Partners Limited - Joint Broker Tel: +44 (0)20 3821 6167
Jonathan Critchley / Jon Levinson

Allenby Capital Limited - Nominated Adviser and Joint Broker Tel: +44 (0)20 3328 5656
Alex Brearley / George Payne / Lauren Wright (Corporate Finance)
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focusIR - Investor Relations Tel: +44 (0)20 4570 2234
Paul Cornelius / Kat Perez email: 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

<table>
<tr><td>b)</td><td>LEI:</td><td>213800RQVRMW2KRORN22</td></tr>
<tr><td>4</td><td colspan="2">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</td></tr>
<tr><td>a)</td><td>Description of the financial instrument, type of instrument:
Identification code:</td><td>Ordinary Shares

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>2.5 pence</td><td>228,873</td></tr></table></td></tr>
<tr><td>d)</td><td>Aggregated information:
·Aggregated volume:
·Price:</td><td>As above.</td></tr>
<tr><td>e)</td><td>Date of the transaction:</td><td>30 August 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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