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

SEEEN plc Named to *Fast Company*'s Fourth Annual List of the Next Big Things in Tech

New Haven, CT and London, UK, November 20, 2024 -SEEEN plc (AIM: SEEN), the global media and technology platform that delivers AI-led Key Video Moments and Shoppable Video Prompts to drive Video Commerce and Interactivity, today announced that it has been named to *Fast Company*'s fourth annual 'Next Big Things in Tech' list, honouring emerging technology that has the potential for a profound impact for industries - from education and sustainability to robotics and artificial intelligence.

This year, 138 technologies developed by established companies, startups, or research teams are featured for their potential to revolutionize the lives of consumers, businesses, and society overall. While not all technologies are available in the market yet, each is reaching key milestones to have a proven impact in the next five years.

SEEEN is an innovator in interactive video technology, using its proprietary Artificial Intelligence (AI) to identify Key Video Moments for increased interaction with viewers and monetisation opportunities. SEEEN's AI identifies Key Video Moments within videos where viewers are most likely to be inspired to learn more, take actions or purchase products and overlays Shoppable Video Prompts to allow the viewer to take the relevant action. This drives a better viewer experience, longer dwell time and greater monetisation, whilst offering a differentiated experience versus viewing videos on social media platforms, evidenced by an approximately 11 per cent. clickthrough rate within videos when using SEEEN's technology. Customers also benefit from much more granular data on which video content drives the best results. SEEEN's current customer base includes sports clubs, publishers, e-commerce and home services businesses.

Adrian Hargrave, CEO of SEEEN plc, commented:"We are delighted to have been named as one of the Next Big Things in Tech by Fast Company, which was selected from more than 1,400 nominations. Our proprietary AI-led technology that drives strong engagement and conversion rates from within video, with approximately 11 per cent. clickthrough rates, is increasingly being recognised as a differentiator in our core markets and we look forward to building on this acknowledgement with existing and new customers."

"The Next Big Things in Tech provides a fascinating glimpse at near- and long-term technological breakthroughs across a variety of sectors," says Brendan Vaughan, editor-in-chief of *Fast Company*. "Spanning everything from semiconductors to agricultural gene editing, the companies featured in this year's list are tackling some of the world's most pressing and vexing problems."

Click here to see the final list.

For further information please contact:

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About Fast Company
Fast Company is the only media brand fully dedicated to the vital intersection of business, innovation, and design, engaging the most influential leaders, companies, and thinkers on the future of business. The editor-in-chief is

Brendan Vaughan. Headquartered in New York City, Fast Company is published by Mansueto Ventures LLC, along with our sister publication, Inc., and can be found online at fastcompany.com.

About SEEEN
SEEEN is a global media and technology platform that delivers AI-led Key Video Moments ("KVMs") and Shoppable Video Prompts ("SVPs") to drive Video Commerce and Interactivity. Using SEEEN's technology, customers can derive KVMs within videos where viewers are most likely to be inspired to learn more, take actions or purchase products and overlay Shoppable Video Prompts to allow the viewer to take the relevant action. This drives a better viewer experience, longer dwell time and greater monetisation, whilst offering a differentiated experience versus viewing videos on social media platforms. SEEEN's current customer base includes sports clubs, major publishers, e-commerce and home services businesses.

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