RNS Number : 7684P
SEEEN PLC
12 December 2024

REACH: non-regulatory announcement*

12 December 2024

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

Partnership with US Club Lacrosse

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, announces a partnership with US Club Lacrosse ("USCL") for its new On-Demand Video Platform to drive increased revenues for the US Club Lacrosse. USCL is the go-to site for the lacrosse community to obtain information on tournaments, rankings, tryouts, clinics, and further details on Club teams with its primary website driving more than 10 million annual views.

SEEEN is providing USCL with its Key Video Moments and Shoppable Video Prompts technology to drive USCL's video on-demand offering on:https://www.usclublax.tv. This site will bring players, coaches and families all the best matches, highlights and interviews in one easily accessible place where they can find what they want to see quickly. Whilst watching these videos, USCL will be able to engage viewers directly to learn more about players and drive increased participation in future lacrosse tournaments and sales of USCL merchandise. Additionally, USCL will now have more access to the data regarding which content is most interesting and drives the greatest return from both merchandising and advertising.

SEEEN's CEO, Adrian Hargrave, commented:"We are excited to launch this new video-led partnership with US Club Lacrosse, which continues our momentum with sports organisations in the US and the UK. Together we will bring multiple benefits to the US Club Lacrosse community, including extra engagement, more access to highlights and interviews from players and coaches. This will more easily allow players, coaches and families to access all matches and relevant highlights, using our Key Video Moments technology, as well as driving additional revenues and sign ups for the organisation and associated events through advertising and our Shoppable Video Prompts."

Denis Noonan, CEO at USCL, said:"SEEEN has been a great partner with whom to launch this new site to take USCL to the next stage of our development. More and more fans want to consume video content, as well as the statistics and information that has been available for a long time. This also enables us to both monetise more efficiently and drive better data from our content than on social platforms. We look forward to engaging with our viewers and participants to drive further development of the site, including direct video contributions from fans and athletes and we are excited for the potential to drive further success and development with SEEEN."

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About USCL:
U.S. Club Lacrosse is the go-to site for the lacrosse community to obtain information on tournaments, rankings, tryouts, clinics, and further details on Club teams. USCLUBLAX.com is simple to use and provides a forum for Club and Tournament Directors to keep their information up to date with the rest of the lacrosse community. By providing options, each player and team will be able to find the best fit for them, resulting in more competitive and fun lacrosse experience played across the nation.

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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