RNS Number : 0296V
SEEEN PLC
29 January 2025

THE INFORMATION CONTAINED WITHIN THIS ANNOUNCEMENT IS DEEMED BY THE COMPANY TO CONSTITUTE INSIDE INFORMATION AS STIPULATED UNDER THE MARKET ABUSE REGULATIONS (EU) NO. 596/2014 WHICH HAS BEEN INCORPORATED INTO UK LAW BY THE EUROPEAN UNION (WITHDRAWAL) ACT 2018. UPON THE PUBLICATION OF THIS ANNOUNCEMENT VIA REGULATORY INFORMATION SERVICE, THIS INSIDE INFORMATION IS NOW CONSIDERED TO BE IN THE PUBLIC DOMAIN.

29 January 2025

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

Subscription for new ordinary shares
and
Total voting rights

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 to satisfy investor demand, it has conditionally raised gross proceeds of £78,500 at 4 pence pernew ordinary share of 0.1 pence each in the Company ("**Ordinary Shares**") (the "**Issue Price**"), representing a premium of 6.7 per cent. to the closing mid-market price of 3.75 pence per Ordinary Share on 28 January 2025, being the last trading day prior to this announcement (together the "**Subscription**").

The net proceeds of the Subscription will be used to invest in the Company's training solutions.

The Subscription will utilise the Directors' existing authorities, given by shareholders at the annual general meeting on 30 July 2024, to issue Ordinary Shares for cash on a non-pre-emptive basis. The Subscription consists of the allotment and issue by the Company (conditional on and subject to Admission, as defined below) of 1,962,500 new Ordinary Shares (the "**Subscription Shares**") at the Issue Price. The Company expects the Subscription Shares to benefit from tax relief pursuant to the Enterprise Investment Scheme ("**EIS**").

Admission

An application has been made for the Subscription Shares to be admitted to trading on AIM ("**Admission**") and it is expected that Admission will become effective and that dealings will commence at 8.00 a.m. on or around 31 January 2025. Once issued, the Subscription Shares will rank *pari passu* with the Company's existing Ordinary Shares.

Total voting rights

Following Admission, the enlarged issued share capital of the Company will comprise 122,241,641 Ordinary Shares. The Company does not hold any Ordinary Shares in treasury. Consequently, following Admission, 122,241,641 is the figure which may be used by shareholders as the denominator for the calculation by which they will determine if they are required to notify their interest in, or a change to their interest in, the Company under the Financial Conduct Authority's Disclosure Guidance and Transparency Rules.

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

Allenby Capital Limited - Nominated Adviser Tel: +44 (0)20 3328 5656
Alex Brearley / George Payne / Lauren Wright (Corporate Finance)

focusIR - Investor Relations Tel: +44 (0)20 4570 2234
Paul Cornelius / Kat Perez email: seeen@focusir.com

This information is provided by RNS, the news service of the London Stock Exchange. RNS is approved by the Financial Conduct Authority to act as a Primary Information Provider in the United Kingdom. Terms and conditions relating to the use and distribution of this information may apply. For further information, please contact rns@lseg.com or visit www.rns.com.

RNS may use your IP address to confirm compliance with the terms and conditions, to analyse how you engage with the information contained in this communication, and to share such analysis on an anonymised basis with others as part of our commercial services. For further information about how RNS and the London Stock Exchange use the personal data you provide us, please see our Privacy Policy.

END

IOEBVLLLEFLBBBL