RNS Number : 7109G
SEEEN PLC
30 April 2025

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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, was advised on 29 April 2025 of a transfer of 600,000 ordinary shares of 0.1 pence each in the Company ("Ordinary Shares") held by Adrian Hargrave, Chief Executive Officer, from his personal holding to his SIPP. The transfer was effected by an on market sale and purchase, both at a price of 6p pence per Ordinary Share, on 29 April 2025. Following this, Mr Hargrave's total beneficial interest in Ordinary Shares is unchanged at 2,295,265 Ordinary Shares, equivalent to 1.88% of the Company's issued share capital.

Further details of the above share dealing 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

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Alex Brearley / Lauren Wright (Corporate Finance)

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:	1. Adrian Hargrave (personal holding) 2. Adrian Hargrave (SIPP)
2	**Reason for the notification**	
a)	Position/status:	Director, Chief Executive Officer
b)	Initial notification/Amendment:	Initial notification

<table>
<tr><td>3</td><td colspan="2">Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</td></tr>
<tr><td>a)</td><td>Name:</td><td>SEEEN plc</td></tr>
<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>1. Sale of of Ordinary Shares from his personal holding
2. Purchase of Ordinary Shares into SIPP</td></tr>
<tr><td>c)</td><td>Price(s) and volume(s):</td><td><table><tr><th></th><th>Price(s)</th><th>Volume(s)</th></tr><tr><td>1.</td><td>6 pence</td><td>600,000</td></tr><tr><td>2.</td><td>6 pence</td><td>600,000</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>29 April 2025</td></tr>
<tr><td>f)</td><td>Place of the transaction:</td><td>London Stock Exchange (AIM)</td></tr>
</table>

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