RNS Number : 7653G
SEEEN PLC
10 November 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 AI-infused Key Video Moments to drive increased views and revenues across all video content, announces that Adrian Hargrave, Chief Executive Officer, purchased a total of 100,000 ordinary shares of 0.1 pence each in the Company ("Ordinary Shares") on 7 November 2025 at a price of 4.8725 pence per Ordinary Share via his SIPP.

Following the above share dealings, Adrian Hargrave has an interest in 2,395,265 Ordinary Shares representing approximately 1.73% 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
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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
b)	LEI:	213800RQVRMW2KRORN22
4	**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**	
a)	Description of the financial instrument, type of instrument:	Ordinary Shares

<table>
<tr><td></td><td>Identification code:</td><td>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>4.8725 pence</td><td>100,000</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>7 November 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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