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SEEEN plc

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

New Sports Partnership

SEEEN and Bromley FC ("Bromley" or the "Club") are pleased to announce a multi-year partnership focused on delivering SEEEN's Smart Video solutions to transform Bromley's standard video highlights and interviews into interactive, revenue-generating assets. The agreement, running through to the end of 2027, sees SEEEN become Bromley's official Smart Video Partner.

What this means for the Club and its fans:

- **Interactive Content:** Fans watching "Bromley FC TV presented by SEEEN" can interact with captivating content to drive relevant and deeper engagement, such as deep dives into their favourite players or buying merchandise or tickets in real-time.
- **Precision Fan Intelligence:** Through the SEEEN platform, Bromley will gain granular, real-time insights into which specific video moments capture fan attention. By identifying exactly what content drives engagement and sales, the Club can move beyond guesswork to make data-backed decisions on future content production, tailored merchandise offers, and optimised ticket campaigns.
- **Unlocking Historic Highlights:** By leveraging SEEEN's AI technology to scan the Club's extensive back catalogue, Bromley can identify and surface the most iconic "Key Video Moments" from Bromley's history. Fans will be able to relive legendary goals and historic matches through interactive galleries, driving nostalgia for some and bringing to life legends of the past for new fans.

Adrian Hargrave, CEO of SEEEN, commented: "Partnering with Bromley FC at such a pivotal moment in their history, as they lead the charge in League Two, is a fantastic opportunity to showcase our AI interactive video platform. By powering 'Bromley FC TV,' we are helping the club capitalise on its increasing digital presence to drive tangible results with direct in-video fan interactions and revenue through shoppable content".

Mick Livesey, Chief Revenue Officer of Bromley FC, added: "Building on our foundations on and off the pitch, we are committed to optimising our digital infrastructure. SEEEN's technology allows us to offer fans a more immersive experience, making it easier than ever to engage with the club and access our products directly through the videos they love to watch".

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