RNS Number : 8906U
SEEEN PLC
02 March 2026

2 March 2026

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

Directors' dealings

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 the Company was notified on 27 February 2026 that SEEEN's Chief Executive Officer, Adrian Hargrave, purchased a total of 333,333 ordinary shares of 0.1 pence each in the Company ("Ordinary Shares") from Mark Williams, a Non-Executive Director of the Company, on 27 February 2026 at a price of 4.00 pence per Ordinary Share.

Following the above share dealings, Adrian Hargrave has an interest in 2,728,598 Ordinary Shares representing approximately 1.96% of the Company's issued ordinary share capital and Mark Williams no longer has an interest in the Ordinary Shares in the Company.

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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Stephen Norcross / Amber Higgs

Capital Plus Partners Limited (Joint Broker) — Tel: +44(0)20 3821 6167
Jonathan Critchley

focusIR (Investor Relations) — Tel: +44(0) 07866 384 707
Paul Cornelius / Kat Perez — seeen@focusir.com

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**	

<table>
<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>Purchase of Ordinary Shares</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>4.00 pence</td><td>333,333</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>27 February 2026</td></tr>
<tr><td>f)</td><td>Place of the transaction:</td><td>Outside a trading venue</td></tr>
</table>

<table>
<tr><td>1</td><td colspan="2">Details of the person discharging managerial responsibilities/person closely associated</td></tr>
<tr><td>a)</td><td>Name:</td><td>Mark Williams</td></tr>
<tr><td>2</td><td colspan="2">Reason for the notification</td></tr>
<tr><td>a)</td><td>Position/status:</td><td>Non-Executive Director</td></tr>
<tr><td>b)</td><td>Initial notification/Amendment:</td><td>Initial notification</td></tr>
<tr><td>3</td><td colspan="2">Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</td></tr>
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<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>Sale of Ordinary Shares</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>4.00 pence</td><td>333,333</td></tr></table></td></tr>
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