RNS Number : 0436X
SEEEN PLC
18 March 2026

REACH: non-regulatory announcement*

SEEEN plc

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

Strategic Partnership to Bring Interactive Video Commerce to Performance Marketing

London, UK and New York, NY - 18 March 2026 - SEEEN, an AI-powered interactive video platform transforming how brands monetize video engagement, and Tiger Tracks LLC ("Tiger Tracks"), a fast-growing performance marketing partner specializing in digital growth strategies, today announce a strategic collaboration and reseller partnership designed to bring interactive video commerce capabilities directly into performance marketing campaigns, to drive improvements in both conversion and the direct ROI data available to marketing teams.

With video now accounting for over 80% of digital content consumption but with less than 2% converting directly to commerce, the partnership seeks to address one of the largest untapped opportunities in performance marketing.

The partnership reflects a broader industry shift toward what many marketers increasingly describe as Commerce Media, where digital content experiences-particularly video-are directly connected to product discovery and purchasing behaviour.

SEEEN's Smart Video technology combined with Tiger Tracks' expertise in performance marketing, will aim to enable brands to convert video engagement directly into product discovery, customer acquisition, and online revenue.

As part of the collaboration, Tiger Tracks will integrate and resell SEEEN's platform to its portfolio of digital marketing clients, introducing interactive video capabilities that allow viewers to explore products and take action directly within video content. At the same time, SEEEN will connect clients to Tiger Tracks' expertise in paid media and search optimization to help maximize the reach and effectiveness of interactive video campaigns.

The collaboration also includes joint go-to-market initiatives, shared case studies, and exploration of technical integrations designed to help brands improve engagement, optimize marketing efficiency, and unlock new revenue opportunities from video content.

"Video has become one of the most powerful engagement mediums on the internet, but it rarely converts directly into measurable commercial outcomes," said Adrian Hargrave, Chief Executive Officer of SEEEN plc. "By partnering with Tiger Tracks, we are combining SEEEN's interactive video technology with proven performance marketing expertise to help brands turn video engagement into customer acquisition and revenue."

"Many of our clients are PE/VC-backed brands that need every marketing dollar tied to real commercial outcomes, said Chief Executive Officer of Tiger Tracks LLC, Cliff Simmons. "SEEEN gives us a new performance lever, the ability to turn video content, which brands are already investing heavily in, into a direct conversion channel. That's not incremental improvement, that's a new category of ROI we can deliver."

By combining interactive video technology with performance-driven marketing strategies, SEEEN and Tiger Tracks aim to help brands move beyond passive video viewing toward actionable, revenue-generating digital experiences.

For further information please contact:

SEEEN plc Tel: +44 (0)7775 701 838
Adrian Hargrave, Chief Executive Officer

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

*** About Reach announcements**
This is a RNS Reach announcement. Reach is an investor communication service aimed at assisting listed and unlisted (including AIM quoted) companies to distribute media only / non-regulatory news releases into the public domain. Information required to be notified under the AIM Rules for Companies, Market Abuse Regulation or other regulation would be disseminated as an RNS regulatory announcement and not on Reach.

About SEEEN plc

SEEEN plc provides AI-powered interactive video technology that transforms traditional video into engaging, shoppable, and revenue-generating experiences. By identifying the "Key Video Moments" that capture viewer attention, SEEEN enables brands, media companies, and content creators to drive deeper engagement, actionable insights, and measurable commercial outcomes.

About Tiger Tracks LLC

Tiger Tracks LLC is a New York-based digital performance marketing agency built by ex-Google and in-house growth leaders, specializing in full-funnel customer acquisition for PE backed and scaling brands. The company helps brands accelerate customer acquisition, optimize marketing performance, and drive scalable revenue growth.

This information is provided by Reach, the non-regulatory press release distribution service of RNS, part of the London Stock Exchange. 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

NRADGGDXSBBDGLR