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SEEEN plc

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

New "Century Club" Heritage Partnership

SEEEN and Bradford Bulls ("Bulls" or the "Club") are pleased to announce a multi-year partnership focused on delivering SEEEN's new Century Club Smart Video solution to deliver an exciting new heritage sports partnership. The partnership positions the historic Rugby League club at the forefront of digital fan engagement, utilising SEEEN's interactive technology to open up its extensive archives and celebrate its legacy with supporters like never before.

The Bulls and SEEEN will collaborate to launch a premium, interactive digital heritage experience built around the Top 100 Moments in the Club's history. This innovative platform will empower Bulls fans and sponsors to engage deeply with the Club's history, offering the ability to essentially "own" a piece of their favourite iconic moments through digital collectibles, interactive video heritage activations, and associated memorabilia

As part of this launch, SEEEN will become the Club's principal partner for this Century Club collection for the five-year period.

What this means for the Club and its fans:

- **Pioneering Fan Experience:** Bradford Bulls will become the first club in Rugby League to offer a fully interactive, digital archive experience, allowing modern supporters and families to connect directly with the historic milestones that define the Club. Fans will directly help define these Top 100 moments in the Club's history, ranging from iconic moments and events from Bradford Northern era through to Bullmania and the recent return to Super League. The Club will then continue to promote these moments to fans to remind both long term and new fans of the great events that have defined the Club and brought joy to so many fans.
- By driving fan engagement on social media, increased website traffic to vote on the moments and watch them and then driving sponsorship and relevant event and product sales, Bradford Bulls will continue to drive stronger digital outcomes which are now a key factor in ensuring the Club meets the challenging targets within Super League

Adrian Hargrave, CEO of SEEEN, commented: "Partnering with Bradford Bulls is an honour for SEEEN and we are delighted to unveil them as our first partners in rolling out our new Century Club product. The Club in its current and historic guises is one of the best known in rugby league globally and has a large and loyal fan base. We are excited to help fans celebrate some of the greatest moments in the Club history, as well as driving engagement, data and revenues for Bradford Bulls."

Jason Hirst of Bradford Bulls, added: "The return to Super League was a pivotal moment for this great Club. We have a large and very loyal fanbase and we are delighted to reward them with an opportunity to choose the greatest moments in the Club's history. The 'Century Club' will not only celebrate our greatest moments but will allow our fans and partners to connect with the club in a modern, interactive way.

For further information please contact:
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