RNS Number : 0791X
SEEEN PLC
01 October 2026

1 October 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 30 September 2026 that SEEEN's Chief Executive Officer, Adrian Hargrave, purchased a total of 100,000 ordinary shares of 0.1 pence each in the Company ("Ordinary Shares") at a price of 5.05 pence per Ordinary Share.

Following the above share dealings, Adrian Hargrave has an interest in 2,828,598 Ordinary Shares representing approximately 1.98% 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 enquiries, please contact:

SEEEN plc
Adrian Hargrave, Chief Executive Officer — https://investor.seeen.com/link/PKB8Br

Zeus Capital – Nominated Adviser and Broker — Tel: +44 (0)203 829 5000
Mike Coe / James Bavister

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

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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 Identification Code	Ordinary Shares of 1p each ISIN: GB00BK6SHS41
b)	Nature of the transaction	Purchase of Ordinary Shares
c)	Price(s) and volume(s)	Price: 5.05p Volume: 100,000 Ordinary Shares
d)	Aggregated information	Price: 5.05p Volume: 100,000 Ordinary Shares
e)	Date of transaction	30 September 2026
f)	Place of transaction	London Stock Exchange AIMX

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