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

Strategic Reseller Partnership and Financing

SEEEN plc (AIM: SEEN), the Smart Video technology business that delivers AI-infused Key Video Moments to drive increased views and revenues across all video content, is pleased to announce that on 10 November 2026 its wholly-owned subsidiary, GTChannel, Inc ("GTC"), entered into a strategic reseller partnership with Breeze Financial LLC ("Breeze"), a subsidiary of the Canadian merchant bank Intercap Inc. ("Intercap"), to accelerate the growth of GTC's Creator Service Partner business ("CSP"), alongside securing $700,000 of non-dilutive growth financing. The partnership is expected to be earnings accretive in 2027 and beyond.

Commercial Re-Seller Agreement to Drive CSP Growth

Since 2023, GTC's CSP revenue has more than doubled, from $2.0 million in 2023 to approximately $4.8 million in 2025. This partnership reinforces the growth path of the CSP by adding a new reseller channel for GTC, which helps content creators drive additional growth by leveraging the Group's proprietary technology.

Breeze partners with content creator channels to finance their growth and and is utilising SEEEN's CSP platform to ensure the success of its financing of content creators. Breeze has a target of $4.2 million in annualised revenues to receive warrants in SEEEN (see below), but has committed to initially deliver creator channels representing $600,000 in annualised revenues for GTC within two months.

This contribution represents at least 10% growth in GTC revenues for 2027 over expected 2026 levels. Moreover, the level of revenues provided by today's partnership is expected to grow significantly during 2027 and beyond as Breeze helps source additional channels. Moreover, SEEEN expects to develop other potential new business opportunities between the parties.

Issue of Warrants to Breeze Conditional on Milestones

SEEEN has an aggressive growth target for its CSP platform and technology-led growth for content creators. In return for delivering significant growth beyond the initial commitment, Breeze will conditionally receive a warrant to subscribe for 1,500,000 ordinary shares of 0.1 pence each ("Warrants"). The conditions to the Warrants will be triggered when Breeze introduces channels that deliver an average, over a 3 month period, of $350,000 in monthly revenue ($4.2 million in annualised revenues) to GTC. The Warrants will have an exercise price of 10 pence per share and be valid for 2 years after these revenue run-rate targets are met. Should the Warrants be exercised, SEEEN would receive £150,000 from the exercise.

Credit Facility and Financial Effects

Alongside this partnership, Breeze has agreed to provide GTC with $700,000 in financing over a two-year term, with total repayments of $860,000, secured against the CSP revenues.

As a result of these agreements, SEEEN expects that the combination of the re-seller agreement and the credit facility will be earnings enhancing in 2027, as the combination of profits from the channels introduced to GTC by Breeze, which will be supported without additional overhead spending, together with reinvestment of the cash available means that interest payments will be covered in 2027 before the effects of further growth from the Re-Seller Agreement.

In addition, the funding provides additional flexibility to support further organic growth and pursue acquisition and partnership opportunities.

Adrian Hargrave, CEO of SEEEN commented: "*We are delighted to announce this "win-win" strategic partnership with Breeze and Intercap, which provides a strong start for 2027 growth, as we seek to build on our track record of more than 40% compounded annual revenue growth.*

Breeze and Intercap are synergistic partners for SEEEN given Breeze's interests in supporting creator channels and Intercap's investments in this and other relevant sectors, including education, which is particularly relevant given our MEDIAL acquisition earlier this year.

This partnership further leverages our Group technology offerby enabling us to sell our products and services to new content creators without additional marketing spend, whilst we continue to focus our direct marketing and sales efforts more in licensing to B2B customers in sports, ecommerce and education, especially since the acquisition of MEDIAL earlier this year. We are looking to end the year strongly and remain excited about our trajectory for 2027 and beyond."

For further information please contact:

SEEEN plc https://investor.seeen.com/link/PmEqXP

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About SEEEN:
SEEEN plc (AIM: SEEN) is a global media and technology business focused on using artificial intelligence to improve how video content is discovered, viewed and monetised. The Group is focused on delivering three outcomes for customers using its Key Video Moments technology. Engage – driving improved outcomes on social media from customers' existing content; Educate – enabling faster learning for both educational institutions and in corporate training; Enrich – selling products and services directly from SEEEN's interactive video functionality.
For further information: www.seeen.com

About Breeze:
Breeze Financial LLC is a US-based specialist financing platform providing growth capital to digital content creators, particularly YouTube channel owners. Breeze enables creators to access upfront funding against their content revenues, allowing them to invest in channel development and business expansion without selling their content catalogues or giving up equity. Through its relationships with content creators, Breeze is positioned to facilitate partnerships with service providers that can help creators optimise audience engagement, monetisation and revenue growth.
For further information: www.breeze.inc

About Intercap:

Intercap is a Toronto-based private investment and merchant banking group focused on building and supporting growth businesses through long-term capital investment, strategic partnerships and operational expertise. Its investment interests span technology, financial services, digital media and education, with a portfolio that includes Breeze and education technology company Docebo. Intercap works with businesses at various stages of development, providing capital and strategic support to accelerate growth and create long-term value.
For further information: www.intercap.com

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