RNS Number : 8201C
SEEEN PLC
12 November 2026

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

Issue of Options

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, as previously disclosed, certain of the Company's directors have agreed to take their 2025 Board fees and some of their 2026 Board fees in options over ordinary shares of 0.1 pence each ("Ordinary Shares") rather than cash. These options have been issued at an exercise price of 5.5 pence each and carry a one year vesting period and can be exercised up until 11 November 2036.

Therefore, the Board has issued 6,550,000 options to Directors as follows:

Recipient	Options Issued	Options Held	Voting Rights (% of Company)
Dr Patrick DeSouza	2,250,000	2,850,000	7,426,164 (5.2%)
David Anton	1,750,000	2,202,083	1,333,333 (0.9%)
Michael Zigman	1,750,000	1,750,000	1,166,666 (0.8%)
Chris Andrew	800,000	800,000	416,667 (0.3%)

In addition, the Board has issued, subject to Admission, 727,272 ordinary shares of 0.1 pence each to Mark Williams, a former director of the Company, in respect of his 2025 Board fees ("Former Director Shares").

Incentive Options

The Board has additionally issued 5,500,000 options over Ordinary Shares exercisable at 8 pence each (a 52.4% premium to the closing mid-market price of 5.25 pence on 11 November 2026). These options vest in a straight line over three years and can be exercised until 11 November 2036.

Adrian Hargrave, Chief Executive Officer of the Group, is receiving 2,250,000 of these options with the remainder going to other employees and contractors of the Group.

Issuance of Shares

The Board has also issued, subject to Admission, 555,555 Ordinary Shares to a vendor in respect of services received ("Vendor Shares").

Total Voting Rights and Admission

Application has been made for the Vendor Shares and the Former Director Shares to be admitted to trading on AIM, which is expected to occur on or around 18 November 2026 ("Admission"). The Vendor Shares and the Former Director Shares will rank pari passu in all respects with the Company's existing Ordinary Shares currently traded on AIM.

Following Admission, the Company's issued share capital will comprise 144,462,794 Ordinary Shares. The Company does not hold any ordinary shares in treasury, therefore, this figure of 144,462,794 may be used by shareholders as the denominator for the calculation by which they can determine if they

are required to notify their interest in, or a change to their interest in, the Company under the Financial Conduct Authority's Disclosure and Transparency Rules.

For further information please contact:

SEEEN plc

Adrian Hargrave, CEO

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Appendix - Notification and public disclosure of transactions by persons discharging managerial responsibilities and persons closely associated with them.

1.	**Details of the persons discharging managerial responsibilities / persons closely associated**	
a.	Names	1. Dr Patrick DeSouza 2. David Anton 3. Michael Zigman 4. Chris Andrew 5. Adrian Hargrave
2.	**Reason for the notification**	
a.	Position/status	1. Non-Executive Chairman 2. Non-Executive Director 3. Independent Non-Executive Director 4. Independent Non-Executive Director 5. 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	Options over Ordinary Shares of £0.001 per share GB00BK6SHS41
b.	Nature of the transaction	Issue of options

<table>
<tr><td>c.</td><td>Price(s) and volume(s)</td><td>
<table>
<tr><th>Director</th><th>Price(s)</th><th>Volume(s)</th></tr>
<tr><td>Dr Patrick DeSouza</td><td>£0.055</td><td>2,250,000</td></tr>
<tr><td>David Anton</td><td>£0.055</td><td>1,750,000</td></tr>
<tr><td>Michael Zigman</td><td>£0.055</td><td>1,750,000</td></tr>
<tr><td>Chris Andrew</td><td>£0.055</td><td>800,000</td></tr>
<tr><td>Adrian Hargrave</td><td>£0.08</td><td>2,250,000</td></tr>
</table>
</td></tr>
<tr><td>d.</td><td>Aggregated information
·Aggregated volume
·Price</td><td>
<table>
<tr><th>Price(s)</th><th>Volume(s)</th></tr>
<tr><td>£0.055</td><td>6,550,000</td></tr>
<tr><td>£0.08</td><td>2,250,000</td></tr>
<tr><td>Total</td><td>8,800,000</td></tr>
</table>
</td></tr>
<tr><td>e.</td><td>Date of the transaction</td><td>11 November 2026</td></tr>
<tr><td>f.</td><td>Place of the transaction</td><td>Outside a trading venue</td></tr>
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