

10 June 2026

**Blackbird plc**  
**(the “Company”)**  
**Chair’s Annual General Meeting statement**

Blackbird plc (AIM:BIRD), the technology licensor, developer and seller of market-leading cloud native video editing platform, Blackbird, and developer of the online collaborative video editing and content creation platform, elevate.io, is holding its 2026 Annual General Meeting (the “AGM”) today at 11.00 a.m. at the offices of Blake Morgan, 6 New Street Square, London, EC4A 3DJ.

Ahead of the formal business of the AGM, Ian McDonough, Executive Chair of Blackbird plc, will make the following statement:

“Before proceeding with the formal part of the AGM, I should like to take the opportunity of commenting on the Company’s progress since we last met.

“The past year was significant for both Blackbird and elevate.io.

“In 2025 the Blackbird division delivered a net profit of c.£0.38m and positive cash flow. The platform continues to be used on some of the world’s most high-profile content, including at the global winter games held in Italy earlier this year.

“elevate.io has been enhanced dramatically over the last 12 months with: i) the inclusion of ‘live review’ and instant comments; ii) the integration of services such as subtitles, image generation, music and video stock libraries (through Epidemic Sounds and Pexels); iii) the start of Digital Asset Management functionality; and iv) the addition of enhanced features and effects, such as boundary boxing and colour grading. All of this is available in a browser using Blackbird’s core technology which delivers reliable smooth performance, whilst making it easily accessible and portable for all elevate.io’s users. In addition, elevate.io’s architecture now allows the integration of relevant third-party AI features, and several AI features have now been incorporated.

“We have been experimenting during elevate.io’s product market fit phase as we continued to add expected features and functionality to the platform. During this phase we have spent modest sums on marketing. We have been following a disciplined data-driven approach where improved results will lead to increasing marketing spend and activity.

“Key learnings during the product market fit phase have included:

- validating that business and marketing teams currently have convoluted, inefficient workflows which frustrates them, thus leading to a market opportunity for elevate.io;
- learning that these teams are generally not finding their tools via search but from trusted sources such as communities, forums and referrals;
- understanding that as well as working with in-house colleagues these teams are often working with external parties, such as agencies and freelancers, which creates a possible multiplier effect for elevate.io; and
- discovering that for content creators at the lower end of the market, they are cost conscious and often looking for free tools, meaning that features and functionality are important purchasing and retention drivers for this community who are generally not team-based.

“Consequently, we are focusing our ideal customer profile (an “ICP”) on business and marketing teams to build on elevate.io’s competitive advantages. Resources will be allocated to attract these customers accordingly and early testing with this audience has indicated that they resonate with workflow focused messaging. Our next steps include iterating on the initial messaging testing on Meta allowing us to double down on successes and quickly discontinue those which are unsuccessful. Marketing communities will also be explored as a route to market and content strategy will be refocused at this group. Monthly research cycles will provide regular feedback on elevate.io’s progress within the marketing community. A marketing update, followed by a Q&A session, will be provided at the AGM today after the formal part of the meeting.

“The Company’s Board believe that there is a huge market opportunity out there that elevate.io is well positioned to target. On behalf of the Board, I would like to thank the team for all their hard work over the last year and our shareholders for their support.”

#### **Contacts:**

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#### **About Blackbird plc**

Blackbird plc operates in the fast-growing SaaS, Media and Entertainment and content creation markets. Blackbird plc’s patented technology allows for frame accurate navigation, playback, viewing and editing in the cloud and it has two products. Blackbird® a market leading suite of cloud-native computing applications, is used by rights holders, broadcasters, sports and news video specialists, live events and content owners, post production houses, other mass market digital video channels and corporations.

elevate.io is the company’s online collaborative content creation platform currently in general release. elevate.io is built using Blackbird’s core technology and is aimed at professional teams and the fast-growing Creator Economy. Blackbird plc also licenses its core video technology, under its ‘Powered by Blackbird’ licensing model, enabling video companies to accelerate their path to true cloud business models.

[www.blackbirdplc.com](http://www.blackbirdplc.com)

[www.elevate.io](http://www.elevate.io)

[www.blackbird.video](http://www.blackbird.video)

[www.linkedin.com/company/blackbird-cloud](http://www.linkedin.com/company/blackbird-cloud)

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