

15 May 2026

**Blackbird plc
(the “Company”)**

elevate.io update, notice of annual general meeting and posting of annual report and accounts

Blackbird plc (AIM: BIRD), the developer of the browser-based collaborative video editor **elevate.io**, the technology licensor and the developer and seller of market-leading cloud native video editing platform, Blackbird, today announces an update on **elevate.io** and the convening of the Company’s 2026 Annual General Meeting (the “AGM”). The AGM will be held at 11.00 am on 10 June 2026 at the offices of Blake Morgan, 6 New Street Square, London, EC4A 3DJ.

elevate.io update

As the end of the Product Market Fit (“PMF”) phase for **elevate.io** nears, the Company has now moved to a more strategic Go to Market (“GTM”) approach. The GTM approach encompasses the Company’s learnings from the PMF phase, where seeding at targeted events, social content and user data has informed the team of how the **elevate.io** proposition is landing with, and solving problems for, users. Additionally, through working with a fractional multi-disciplined experienced marketing team, the GTM approach now being deployed by the Company incorporates both brand positioning and clear routes to market.

The Company’s GTM approach is focusing on marketing teams within businesses. This audience grapples with daily challenges that **elevate.io** is well placed to solve, including: multi-stakeholder review; chaotic workflow from start to finish; and a need to scale video output without scaling headcount. **elevate.io** addresses these challenges whilst allowing collaboration that is valuable to these marketing teams. These users have the budget for tooling but the Company believes are underserved by adjacent options (being too basic, too complex or only solving one part of the problem). Additionally, such marketing teams bring natural growth loops with them as they work with external collaborators, agencies and freelancers, which means every marketing team onboarded has the potential to bring more potential **elevate.io** users.

The Company’s GTM approach can be internally funded from the Company’s existing cash resources and the Company has no current plans to raise further funds. At the end of April 2026, the Company had over £2.4 million in cash and short-term deposits.

The Company’s GTM approach will be presented after the formal part of the AGM on 10 June 2026 and shareholders will have the opportunity to put their questions on the marketing strategy for **elevate.io** to the Company’s management team and the marketing team that the Company is working with.

Notice of Annual General Meeting

A circular containing the notice of the AGM will today be posted to those shareholders who have elected to receive hard copy communications and will be available later today on the Company’s website at www.blackbird.video/investor-relations.

The Board is keen to welcome shareholders in person to the AGM. However, shareholders who are either not able or who would prefer not to attend the meeting in person will be able to follow the meeting using the online Investor Meet Company (“IMC”) platform.

However, please note that shareholders will not be able to vote online at the AGM via the IMC platform and are therefore requested to submit their votes via proxy, as early as possible.

Shareholders are invited to submit any questions for the Board to consider. Questions can be pre submitted ahead of the AGM via the IMC platform before 9.00 am on the day before the AGM or submitted at any time during the AGM. Those attending the AGM in person will also be able to ask questions.

Shareholders who wish to attend the AGM remotely should register for the event in advance by using the following link: <https://www.investormeetcompany.com/blackbird-plc/register-investor>.

Shareholders will not receive a form of proxy for the AGM in the post. Instead, they may submit proxy votes electronically through the website of the Company's registrars, MUFG Corporate Markets, at <https://uk.investorcentre.mpms.mufg.com> or via the Investor Centre app, as set out in the notes to the notice of the AGM. Alternatively, a hard copy proxy form may be requested directly from the Company's registrars, MUFG Corporate Markets, PXS 1, Central Square, 29 Wellington Street, Leeds LS1 4DL (email: shareholderenquiries@cm.mpms.mufg.com, telephone number: 0371 664 0300).

All proxy votes (whether submitted electronically or in hard copy form) must be received at least two business days before the time of the AGM.

Posting of annual report and accounts

The Company's report and accounts for the year ended 31 December 2025, a copy of which can be viewed shortly at <https://www.blackbird.video/investor-relations/>, are also being sent today to those shareholders who have elected to receive hard copy communications.

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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.

elevate.io is the company's new 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® 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.

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

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www.elevate.io