

Corporate

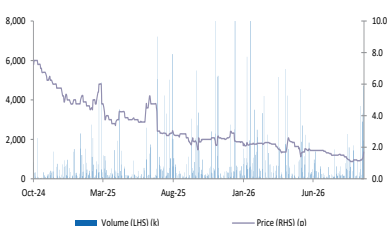
Current price **1.70p**

Sector **TMT**

Code **BIRD.L**

Listing **AIM**

Share Performance



% Change	1m	3m	12m
BIRD.L	+41.7	-5.6	-27.7

Source: Thomson Reuters, Allenby Capital.

Share Data

Market Cap (£m) **8.2**

Shares in issue (m) **480.3**

52 weeks (p)	High	Low
	3.00	1.10

Financial year end **31 December**

Source: Company Data, Allenby Capital

Key Shareholders

Stephen Streater	13.1%
Premier Miton Group	10.9%
Ian McDonough & family	7.2%
Chelverton Asset Management	2.9%
JM Finn	2.5%

Source: Company Data, Allenby Capital

Gareth Evans/Tessa Starmer

0203 394 2977

d.johnson@allenbycapital.com

www.allenbycapital.com

Blackbird plc (BIRD.L)

elevate customer metrics keep improving

Blackbird plc (BIRD.L) interim results show the expected slow decline in the legacy Blackbird platform revenue, but there is promising additional data around the new elevate.io cloud business. The results show a reduction in reported revenue of 8%, but costs have been reduced and the cash burn has also slowed. ARR for elevate.io has more than doubled, further growth is expected and the conversion to paying users has improved. Further product features have been added, and marketing efforts are being more directly focussed. The business continues to see success from elevate.io and is working hard to both extend Blackbird revenue and control costs. We await further developments and watch the elevate.io story with interest. Finally, we note Sumit Rai's move to a Board role, which we see as a positive – Sumit has a long history with the business and this change is a useful signal of his belief in the platform.

— **Figures announced:** Today's interims announcement contains two separate sets of information – the legacy Blackbird platform, and the new elevate.io cloud-native video editor. The overall business reported results still dominated by the Blackbird platform. Revenue as a whole fell 8% from £0.58m to £0.53m due to a previously announced contract termination, albeit boosted by the non-recurring contribution from a contract that we believe to relate to the Winter Olympics.

— **Costs reduced, cash burn down:** Blackbird has reduced costs during the period – opex fell from £1.6m in the prior year to £1.4m in H1 2026. Cash burn was also reduced, from £1.5m to £1.3m, despite continuing to both develop and market the elevate platform.

— **Elevate.io metrics continue to show growth:** The RNS includes two recent and key data points around elevate.io – subscriber numbers and the conversion to paid subscriptions. Overall paid subscriber numbers have continued to grow, now reaching 914, up from 696 at 31 August. This has been driven by an improved conversion rate – up from 2.67% in August to 3.37% today. Given the modest marketing spend, and the fact that more features are being added, we believe that with time and resource, there is clear potential for material further growth in the elevate.io revenue base.

The group has produced a robust half-year. Blackbird recurring revenue is expected to remain roughly flat for H2, and elevate.io has reached ARR of almost £0.1m. Between the two businesses, and ensuring ongoing cost control, we believe the business could navigate a successful course, allowing elevate.io to continue its successful expansion, funded largely by the ongoing resilience of Blackbird. We await news in H2 and additional evidence of elevate.io's continued delivery. As the company ramps up its marketing and business development, we anticipate that it may seek further equity funding.

Year End: 31 December

(£'000)	2021	2022	2023	2024	2025
Revenue	2,066	2,847	1,937	1,608	1,385
Gross Margin (%)	92.5	95.0	93.5	91.3	87.7
EBITDA	-1,554	-1,624	-2,343	-2,137	-1,717
Net loss before tax	-2,167	-2,011	-2,602	-2,418	-2,610
Fully diluted EPS (p)	-0.63	-0.52	-0.68	-0.61	-0.62
Cash at year end	12,839	8,177	6,468	3,770	2,716
Contracted but unrecognised rev.	3,732	2,130	1,770	1,831	1,220

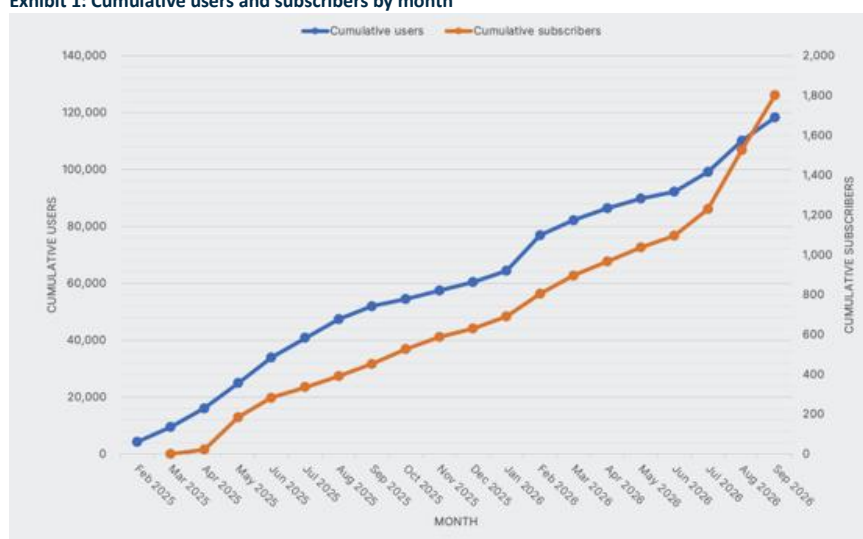
Source: Company; Allenby Capital. Allenby Capital acts as Nomad & Broker to Blackbird plc (BIRD.L).

Please refer to the last page of this communication for all required disclosures and risk warnings.

The chart below plots the progress from when the payment gateway was launched. It shows (in the blue line) the ongoing and steady increase in signed up new users – each month, a number of people are trialling the platform. The gradient of the line shows that the rate of new users is roughly stable – there appears to be a large market of new potential customers willing to test elevate.io. The orange line represents paying subscribers and this converts directly into revenue (with different monthly pricing levels).

The steady growth from May 2025 to July 2026 is positive, but the last two months (August and September 2026) highlight a rapid acceleration in paid subscriber uptake. This reflects both the impact of a number of product enhancements as well as the new fractional marketing team resuming paid advertising in mid-July. There is a more finely tuned approach, targeted more directly at the ideal customer. This is clearly delivering results.

Exhibit 1: Cumulative users and subscribers by month



Source: Company

Disclaimer

Allenby Capital Limited ("Allenby") is incorporated in England no. 6706681 and is authorised and regulated by the Financial Conduct Authority ("FCA") (FRN: 489795). This communication is for information only it should not be regarded as an offer or solicitation to buy the securities or other instruments mentioned in it. It is a marketing communication and non-independent research and has not been prepared in accordance with the legal requirements designed to promote the independence of investment research, and is not subject to any prohibition on dealing ahead of the dissemination of investment research. The cost of Allenby research product on independent companies is paid for by research clients. The content of this promotion has not been approved by an authorised person within the meaning of the Financial Services and Markets Act 2000. Reliance on this promotion for the purpose of engaging in any investment activity may expose an individual to a significant risk of losing all of the property or other assets invested.

This communication is for the use of intended recipients only and only for distribution to investment professionals as that term is defined in article 19(5) of The Financial Services and Markets Act 2000 (Financial Promotion) Order 2005. Its contents are not directed at, may not be suitable for and should not be relied upon by anyone who is not an investment professional including retail clients. Any such persons should seek professional advice before investing. For the purposes of this communication Allenby is not acting for you, will not treat you as a client, will not be responsible for providing you with the protections afforded to clients, and is not advising you on the relevant transaction or stock. This communication or any part of it do not form the basis of and should not be relied upon in connection with any contract.

Allenby uses reasonable efforts to obtain information from sources which it believes to be reliable. The communication has been prepared without any substantive analysis undertaken into the companies concerned or their securities, and it has not been independently verified. No representation or warranty, express or implied is made, or responsibility of any kind accepted by Allenby its directors or employees as to the accuracy or completeness of any information in this communication. Opinions expressed are our current opinions as of the date appearing on this material only and are subject to change without notice. There is no regular update series for research issued by Allenby.

No recommendation is being made to you; the securities referred to may not be suitable for you and this communication should not be relied upon in substitution for the exercise of independent judgement. Neither past performance or forecasts are a reliable indication of future performance and investors may realise losses on any investment. Allenby shall not be liable for any direct or indirect damages including lost profits arising from the information contained in this communication.

Allenby and any company or persons connected with it, including its officers, directors and employees may have a position or holding in any investment mentioned in this document or a related investment and may from time to time dispose of any such security or instrument. Allenby may have been a manager in the underwriting or placement of securities in this communication within the last 12 months, have received compensation for investment services from such companies within the last 12 months, or expect to receive or may intend to seek compensation for investment services from such companies within the next 3 months. Accordingly, recipients should not rely on this communication as being impartial and information may be known to Allenby or persons connected with it which is not reflected in this communication. Allenby has a policy in relation to management of conflicts of interest which is available upon request.

This communication is supplied to you solely for your information and may not be reproduced or redistributed to any other person or published in whole or part for any purpose. It is not intended for distribution or use outside the European Economic Area except in circumstances mentioned below in relation to the United States. This communication is not directed to you if Allenby is prohibited or restricted by any legislation or registration in any jurisdiction from making it available to you and persons into whose possession this communication comes should inform themselves and observe any such restrictions.

Allenby may distribute research in reliance on Rule 15a-6(a)(2) of the Securities and Exchange Act 1934 to persons that are major US institutional investors, however, transactions in any securities must be effected through a US registered broker-dealer. Any failure to comply with this restriction may constitute a violation of the relevant country's laws for which Allenby does not accept liability. By accepting this communication, you agree that you have read the above disclaimer and to be bound by the foregoing limitations and restrictions.

Gareth Evans and Tessa Starmer are the authors of this research report and are employed by Progressive Research Ltd as Equity Analysts. Unless otherwise stated, the share prices used in this publication are taken at the close of business for the day prior to the date of publication. Information on research methodologies and disclosure in relation to interests or conflicts of interests can be found at www.allenbycapital.com. Allenby Capital acts as Nomad and broker to Blackbird plc.

Allenby Capital, 5 St Helen's Place London EC3A 6AB, +44 (0)20 3328 5656, www.allenbycapital.com