This announcement contains inside information for the purposes of Regulation 11 of the Market Abuse (Amendment) (EU Exit) Regulations 2019/310. With the publication of this announcement via a Regulatory Information Service, this inside information is now considered to be in the public domain.

3 September 2026

Blackbird plc
(the "Company")

Trading update: Improved conversion to pay resulting in subscriber momentum at *elevate.io*

Net paid subscribers up 75% in six weeks as a result of renewed marketing drives

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*, today provides an update on elevate.io, its browser-based collaborative video editing platform.

Since resuming marketing spending in mid-July 2026, and as a result of improved conversion metrics, net paid *elevate.io* subscriber growth has accelerated sharply in August 2026.

In its last update to investors (issued in May 2026), the Company confirmed that its *elevate.io* Go to Market (the "GTM") strategy had been deployed. The GTM has included some modest marketing expenditure since mid-July 2026 and this has resulted in the following changes:

- an increase in conversion rates of free users to paid subscribers from less than 1.0% to 2.67% in August 2026, reflecting the benefits of the product refinements implemented this year; and

- a 65% decrease in customer acquisition costs, indicating the effectiveness of the Company's marketing strategy for elevate.io.

Since March 2026 the Company has seen a 75% increase in paid subscribers to 696 at the end August 2026.

The Board is cautiously optimistic that the current subscription velocity can be maintained alongside an appropriate level of marketing support.

Ian McDonough, Executive Chair and CEO of Blackbird plc, commented: *"It is gratifying to note that the product changes we have introduced this year, alongside our targeted marketing, has generated good subscription momentum in the weeks following the deployment of our GTM strategy. We are still early in the journey, but the revenue engine is taking shape."*

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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 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 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.

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