

28 September 2026

Blackbird plc
(the “Company”)

Director appointment

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 that the Company’s Chief Product Officer, Sumit Rai, has been appointed to the board as an Executive Director.

Sumit Rai has been Blackbird PLC’s Chief Product Officer since 2022 and has over 26 years' experience building and scaling technology products across enterprise video, SaaS, cloud collaboration and AI-enabled platforms. His background spans product vision, commercial leadership, board and investor communication, and technical depth across software and AI-driven workflows.

Regulatory disclosures

Pursuant to Rule 17 and Schedule Two Paragraph (g) of the AIM Rules for Companies, Sumit Neil Vishnu Rai (“Sumit Rai”), aged 46, is or has been a director of the following companies and partnerships in the past five years:

<i>Current directorships/partnerships</i>	<i>Past directorships/partnerships</i>
Eaton Rise Limited	N/A

Sumit Rai has a direct interest in 4,683,831 ordinary shares of the Company.

Enquiries:

Blackbird plc

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Allenby Capital Limited (Nominated Adviser and Broker)

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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.

www.blackbirdplc.com

www.blackbird.video

www.linkedin.com/company/blackbird-cloud

www.twitter.com/blackbirdcloud

www.facebook.com/blackbirdplc

www.youtube.com/c/blackbirdcloud

www.elevate.io