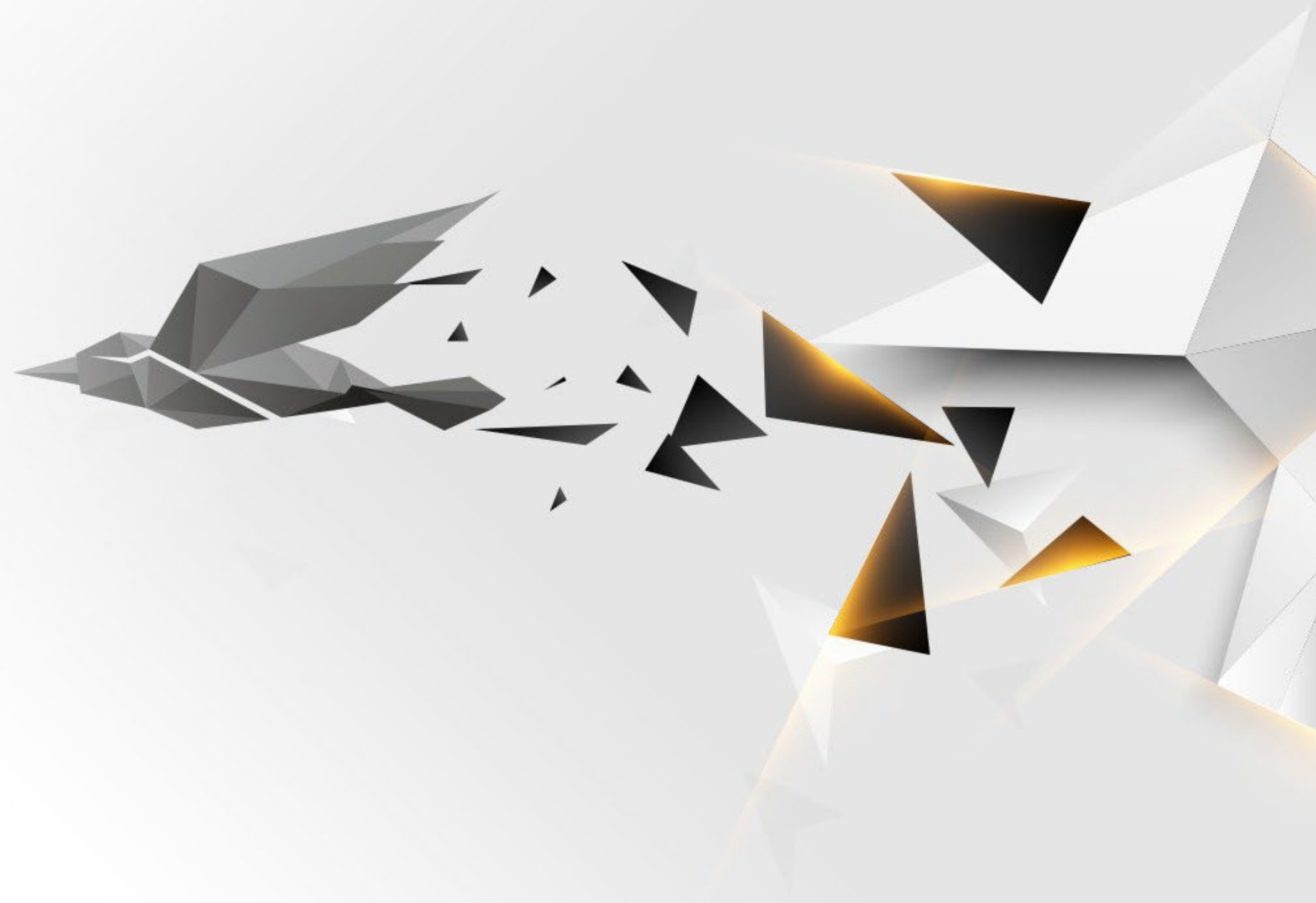


Blackbird plc

Ian McDonough, CEO



BLACKBIRD



Who we are & what we do

Blackbird plc

The AIM listed developer and seller of Blackbird®

Market cap of c. £54million (3rd October 2022)

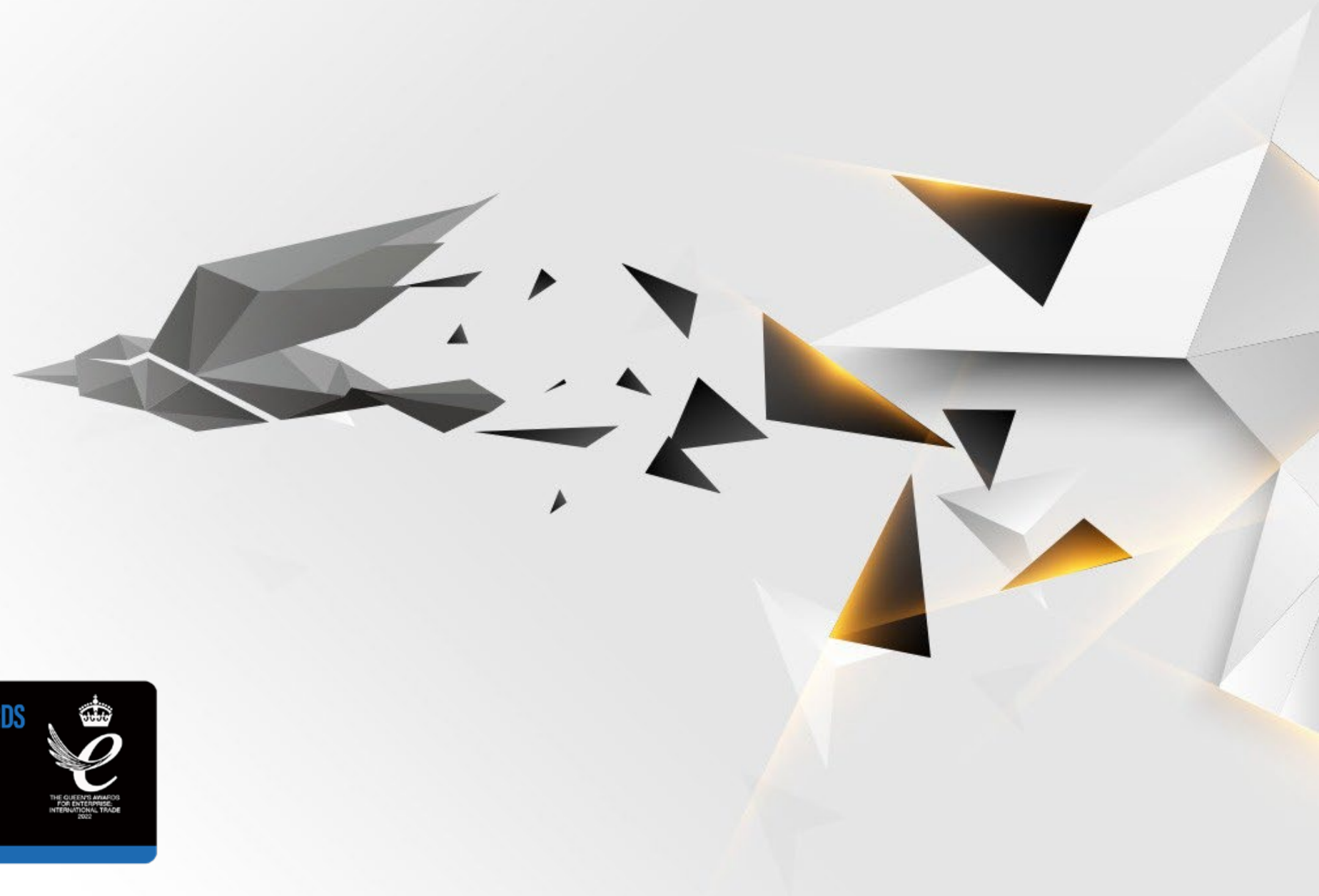
Blackbird

Cloud native content creation and distribution

A-List clientele

Carbon efficient and scalable

Growing IP portfolio



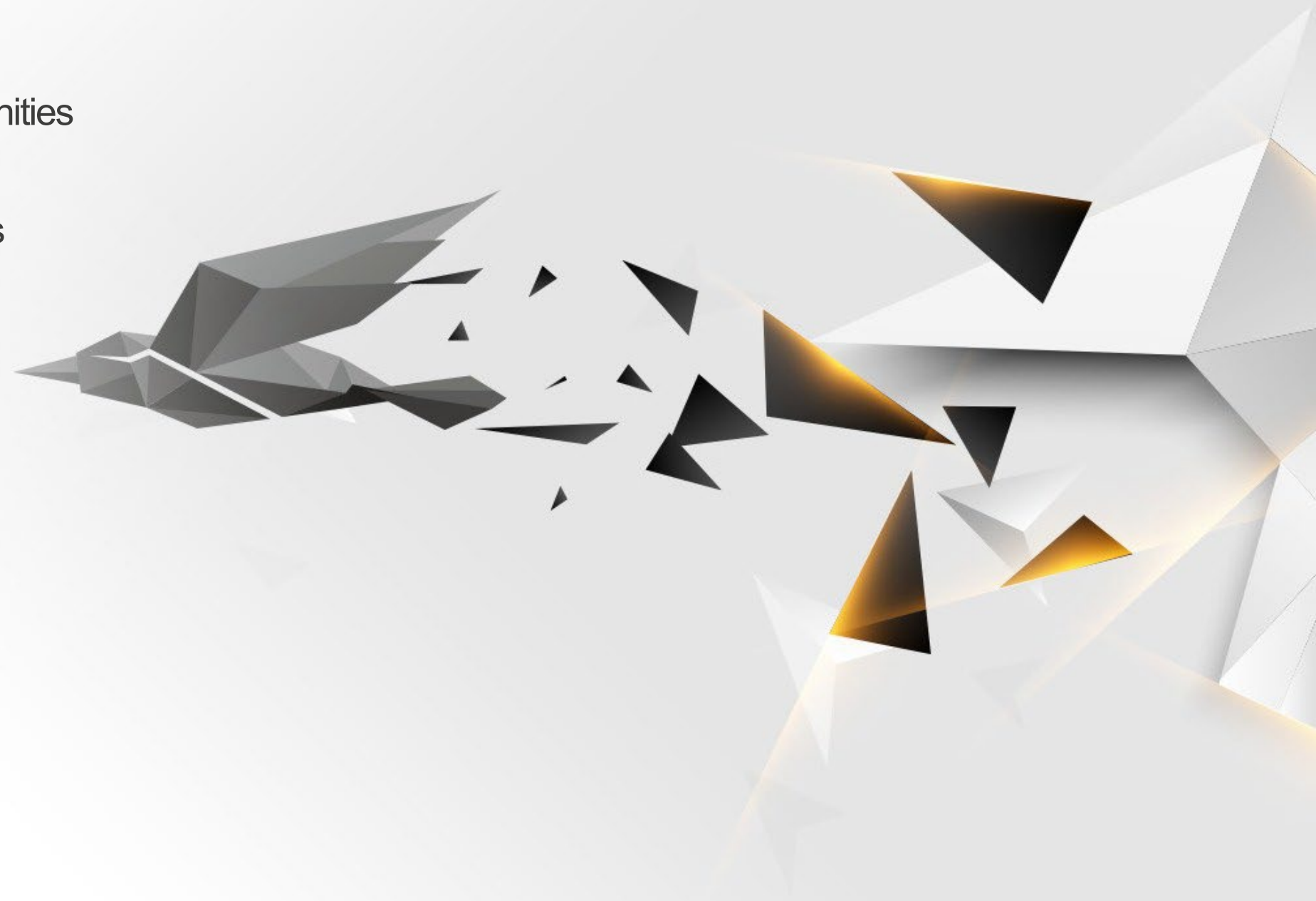
Twelve-month highlights

- Record revenues up 78% vs prior year (PY)

- Fundraise in December 2021 to accelerate growth opportunities

- Hired in-house expertise to accelerate growth opportunities

- First technology licensing deal nears delivery

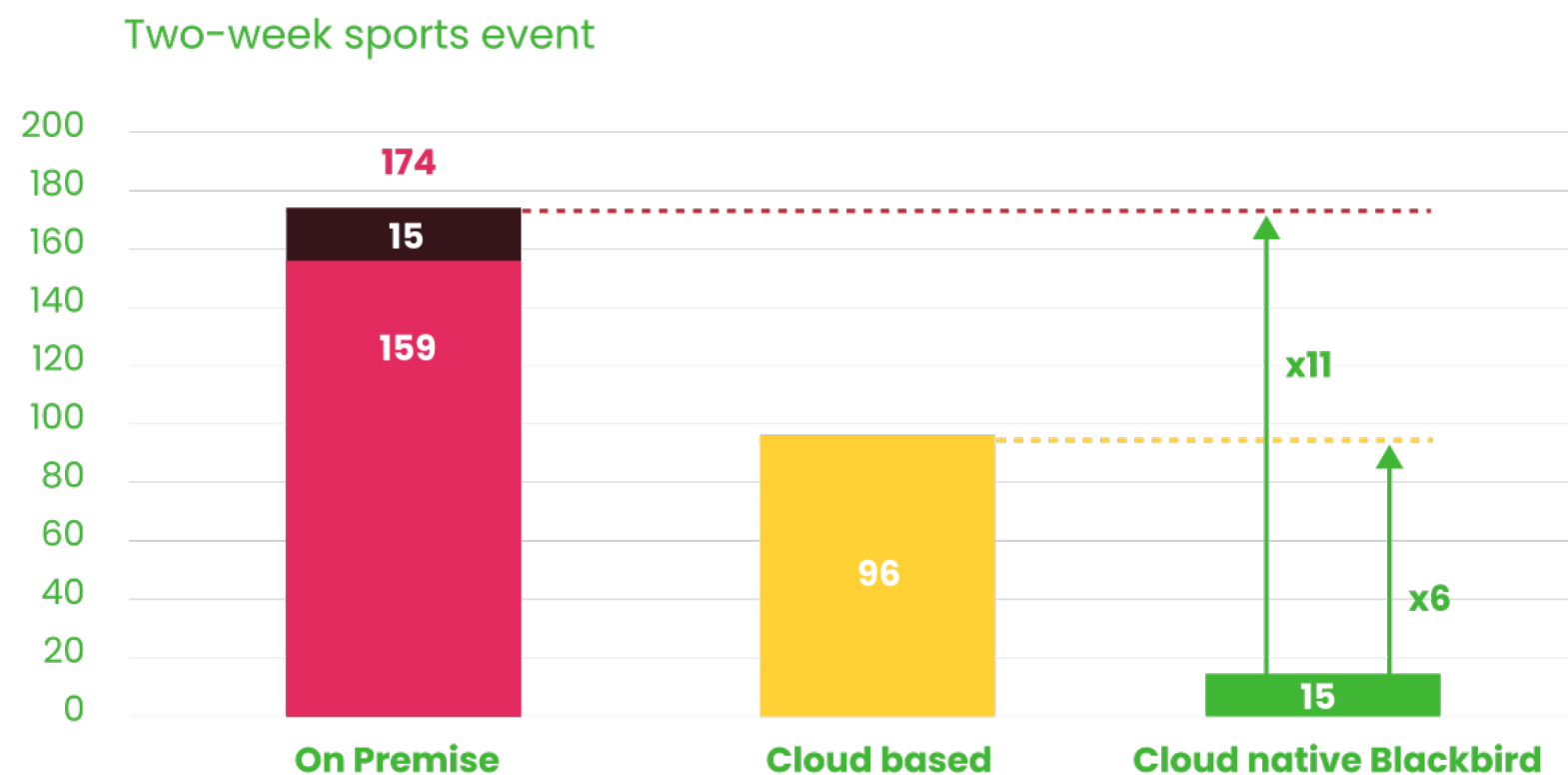


Strategic Direction



Major study finds Blackbird 91% more carbon efficient

- First major study into video editing workflows
- Produced with environmental consultancy Green Element
- In collaboration with Tata Communications, IMG and Sky News Arabia



- 4,000 hours of TV
- 50 editors
- emissions from 2,000km travelled by on premise editors (economy class plane travel) represented by ■

Up to
91% less
 CO2 with Blackbird

