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**29 March 2023**

**Mirriad Advertising plc**  
**(“Mirriad”, the “Company” or “Group”)**

### **Update on Strategic Review and Formal Sale Process**

Mirriad, the leading in-content advertising company, provides an update regarding the Strategic Review and Formal Sale Process announced on 20 January 2023.

Since the launch of the Strategic Review and Formal Sale Process, a number of interested parties have entered into early-stage discussions regarding a potential investment into, or a potential acquisition of the Company. Interested parties have been invited to put forward non-binding indicative proposals by early April. The Board will review any such proposals which may be put forward and invite selected parties to participate further in the process.

Current discussions may be altered or terminated at any time and, accordingly, there can be no certainty that an offer will be made for the Company, nor as to the terms on which any offer may be made.

While all options are under consideration as part of the Strategic Review, including raising additional equity, there can be no assurance that the Strategic Review and Formal Sale Process will result in any transaction, nor as to the terms of any transaction.

The Board will continue to update the market further as appropriate.

**ENDS**

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**About Mirriad**

Mirriad's award-winning solution creates new advertising inventory for brands. Our patented, AI and computer vision powered platform dynamically inserts products and innovative signage formats after content is produced. Mirriad's market-first solution creates a new revenue model for content owners distributing across traditional ad supported and subscription services, and dramatically improves the viewer experience by limiting commercial interruptions. Mirriad currently operates in the US, Europe and China.

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#### **Publication on website**

For the purposes of Rule 26.1 of the Takeover Code, a copy of this announcement will be made available (subject to certain restrictions relating to persons resident in restricted jurisdictions) on Mirriad's website at [www.mirriadplc.com/investor-relations](http://www.mirriadplc.com/investor-relations) promptly following its publication and in any event no later than 12 noon (London time) on the business day following the release of this announcement. The content of the website referred to in this announcement is not incorporated into and does not form part of this announcement.