

23 July 2024

Silver Bullet Data Services Group plc

("Silverbullet" or the "Company", or, together with its subsidiaries, the "Group")

Notice of Annual General Meeting

Silverbullet (AIM: SBDS), a provider of AI driven digital transformation services and products, announces that the Annual General Meeting of the Company ("AGM") will be held at the offices of Fladgate LLP, 16 Great Queen Street, London, WC2B 5DG at 10:00 a.m. (BST) on 14 August 2024.

The Notice of AGM, and associated form of proxy, will be distributed to shareholders today and made available on the Company's website at:

<https://investors.wearesilverbullet.com/en/governance/governance-documents>

For further information please contact:

Silverbullet

via IFC

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About Silverbullet

Silverbullet's proprietary 4D AI advertising solution is designed to help advertisers target consumers in a "post cookie world". The product is a natural extension to its existing services business which already serves a blue-chip client base such as a leading UK hospitality brand and a Global Brewing company, amongst many others. The removal of third-party cookies has already been implemented by web browsers such as Firefox and Safari, with Google expected to phase out the use of cookies in 2025.

Headquartered in London, the Group employs 75+ data specialists across five regions across the globe, including, the UK, Italy, Australia, USA and Latin America. The Group continues to look at other opportunities for expansion worldwide.

The Company has an established and growing solutions business with significant accumulated industry experience and a proven track record of delivering strategic digital transformation and activation services to its clients. The majority of the Board have held senior positions at global software companies and have significant industry experience across data engineering, SAAS product development and marketing.

The Group has close technical and commercial partnerships with multiple global technology providers, all of which have existing sales channels and are already delivering to clients.

The Group has established a strategic partnership and an entity with Local Planet, a scaled network of over 60 agencies across the globe. Local Planet Data Services Limited was established in December 2020 and presents a significant opportunity to provide data services and the 4D product to the Local Planet agency network.