

RNS Directorate Change

Replacement: Board Changes

BIDSTACK GROUP PLC

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Bidstack Group PLC
29 April 2021

The following amendment has been made to the Board Changes announcement released by Bidstack Group Plc on 22 April 2021 under RNS number 2351W.

The sentence "*Lisa Hau (aged 36) is not currently a director of any company and has not been a director of any company in the past five years.*" has been replaced by "*Lisa Hau (aged 36) is currently a director of Grainpride Limited.*" All other details remain unchanged.

Certain information contained within this Announcement is deemed by the Company to constitute inside information as stipulated under the Market Abuse Regulation (EU) No. 596/2014 ("MAR") as applied in the United Kingdom. Upon publication of this Announcement, this information is now considered to be in the public domain.

22 April 2021

Bidstack Group Plc

("Bidstack" or "the Company")

Board Changes

Strengthened Board with senior leadership

Bidstack Group Plc (AIM: BIDS.L), the native in-game advertising platform, is pleased to announce the appointment of two new Directors to its Board to support the next phase of growth. Glen Calvert, the COO of Fnatic Ltd, is stepping up from the advisory board to become an independent Non-executive Director and Lisa Hau, Bidstack's current Chief Operating Officer, joins the Board as an Executive Director.

Glen has been COO of Fnatic Ltd, widely regarded as one of the biggest brands and most successful esports teams, since January 2019. He will be launching Kaizan.ai, an AI start up that augments the intelligence of teams later this year. Previously Glen was a founder and CEO of programmatic marketing company Affectv and, prior to that, a member of the founding team at Struq, an advertising personalisation platform, which was acquired by Quantcast in 2014. Glen joined Bidstack's advisory board in August 2020. He brings considerable experience to the Company including strong relationships across the sector and among the investor community.

Prior to joining Bidstack in May 2020, Lisa led investor relations at WPP PLC following five years as an equity research analyst heading up coverage for the European media and internet sector with Jefferies, a leading multinational investment bank.

The appointments above will be effective from the end of today's AGM.

Also, with effect from the end of today's AGM, Mike Hayes will be moving from the Board to the Company's advisory board, where he will continue to support Bidstack's journey with his valuable industry experience with game developers and investors. The Company continues to seek to appoint a further independent Non-executive Director and will update shareholders in this regard in due course.

Further information on Lisa Hau and Glen Calvert is set out below.

James Draper, Founder/CEO of Bidstack said:

"I am thrilled to welcome both Lisa and Glen to the Board.

"Lisa is already well entrenched in the Bidstack business as COO and has impressed many of us in successfully driving forward a number of aspects of our business. Her background and previous experience at WPP has been instrumental on many occasions since she joined the team. I am pleased that we will now have the benefit of her insight on the Board.

"I have known Glen for several years and his entrepreneurial flair, understanding of programmatic advertising technology and depth of knowledge of the esports business will be a valuable asset to the team. His presence as an independent Non-executive Director on the Board is a huge endorsement for the Company and we look forward to working with him as we continue to drive growth for our shareholders.

"Importantly, I would like to thank Mike Hayes for his service on the Bidstack Board and invaluable input during his tenure. I am pleased his skills and experience will continue to be available to the Company on the advisory board."

Glen Calvert, said:

"Gaming is the future of entertainment and social experiences. It's more than just playing the game, it's the intersection of gaming, film, music, design and technology into a deep metaverse. Bidstack is uniquely positioned to enable brands and game developers to interact and deliver marketing experiences at scale in this environment. I look forward to working with the management team in executing their mission."

Lisa Hau, COO of Bidstack, said:

"I am honoured to join and support the Board as Bidstack transitions rapidly to the next phase of scalable growth. I am looking forward to collaborating with the Board in building out solutions to enable game developers and esports teams to implement sustainable and incremental monetisation strategies."

Further information on Lisa Hau and Glen Calvert

Lisa Hau (aged 36) is currently a director of Grainpride Limited.

Lisa Hau is currently the holder of options over 750,000 shares exercisable at 6p per share. Ms Hau holds 125,000 ordinary shares in Bidstack, representing 0.03% in the issued share capital of the Company.

There is no further information on Lisa Hau required to be disclosed under Schedule Two, paragraph (g) (i)-(viii) of the AIM Rules for Companies.

Glen Francis Calvert (aged 37) holds or has held the following directorships in the past five years:

Current Directorships	Previous Directorships
Kaizan Ltd	Hybrid Theory Global Ltd
Archetype Ventures Ltd	

Mr Calvert is currently the holder of options over 300,000 shares exercisable at 6.7p per share. Mr Calvert has no other interest in the issued share capital of Bidstack.

There is no further information on Glen Calvert required to be disclosed under Schedule Two, paragraph (g) (i)-(viii) of the AIM Rules for Companies.

-ENDS-

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