

Wednesday 22 October

## LBG Media plc

("LBG Media" or the "Group")

### Full year trading update

*Revenue and profit in line with expectations  
Positive momentum for our growth strategy  
Healthy pipeline for FY26*

LBG Media plc, a social entertainment powerhouse with a focus on young adults, announces a trading update for the full year ending 30 September 2025 ("FY25"). All figures relate to this period, unless otherwise stated.

#### Trading update

- **Revenue and profit in line with expectations:** reflecting the strength of our diversified business model and continued demand from brands and social audiences for our content.
- **Double-digit revenue growth and continued profit growth:** revenue of £92.2m (FY24 £86.2m), up 10% at constant currency<sup>1</sup>, and adjusted EBITDA £25.0m (FY24 £24.5m), up 2%.
- **Excellent growth in the U.S.**, the world's largest advertising market, driven by demand from global blue-chip brands.
- **Direct (content and campaigns for brands and media agencies to reach young adults):** revenues up 13%, including double-digit growth in the U.S. and UK. In the UK this was against a tough prior-year comparator, as previously indicated, with the men's football European Championships generating approximately £3.5m of revenue in FY24.
- **Indirect (revenues shared with platforms and partners that place adverts next to LBG Media content on social media and programmatically across our owned and operated websites):** revenues up 2% with a strong performance on social platforms ("Social") offsetting a decline in revenues from our websites ("Web"), due to weaker referral volumes and a tough prior-year comparator, with Web revenues up 77% in FY24. Management actions, including strengthening the team and structure, are expected to support a recovery in the Web business.
- **Strong cash performance:** net cash and cash equivalents at 30 September 2025 of £30.1m, compared to £27.2m at 30 September 2024, with cash conversion of 90%<sup>2</sup>. This includes a \$5.5m earnout payment made in May 2025 to Betches.

#### Outlook

The Board remains confident of the growth outlook for 2026, reflecting LBG Media's diversified model, a healthy pipeline in the U.S. and the UK, and the Group's strong audience engagement.

#### CEO, Solly Solomou said:

*"LBG Media performed strongly in FY25, in line with expectations – with double digit revenue growth and strong cash generation. This performance reflects our diversified revenue streams and demand from global blue-chip brands for our content, particularly in the U.S.."*

*LBG Media is the UK's fifth largest social and digital business. Our leading social entertainment brand for young adults reaches 70% of the UK's Gen Z population. LBG Media's diversified model, progress in the U.S., healthy pipeline and audience engagement support the Board's confidence of further progress in 2026."*

#### Notice of full year results

LBG Media intends to announce its FY25 results in February 2026.

#### Notes

1. Revenue of £92.2m (FY24 £86.2m), up 10% at constant currency, includes an adjustment for APAC. On 8 November 2023, the Group announced changes to the Group's operating model within ANZ, appointing a third-party partner (Val Morgan Digital) to perform commercial operations in the region.

2. Cash conversion is calculated as operating cash flow divided by adjusted EBITDA.

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#### Notes to editors

As a social entertainment powerhouse, we help brands reach young adults on social media platforms, such as Facebook, Instagram, Snapchat, X, YouTube and TikTok, and our owned and operated websites.

We produce, curate, and distribute digital content that young adults engage with and want to share, whether through videos, editorials, images, or audio.

We do this through brands such as Betches and those dedicated to distinct popular interests (e.g. news, sport, gaming) like LADbible and SPORTbible.

Engagement is at the heart of what we do - which comes through in our two main revenue streams:

- a. We create bespoke content for blue-chip advertisers that gives them access to a young adult audience that is hard to reach for traditional media players. This is distributed across social media platforms and our owned and operated websites. We call this 'Direct' revenue.
- b. Third parties - such as social media platforms and programmatic advertising partners - generate revenue by placing advertising next to our content. We call this 'Indirect' revenue, and the revenue is shared between the publisher, which is us, and the social media platform or partner as applicable.

LBG Media is listed on the AIM market of the London Stock Exchange (AIM: LBG).