

06 March 2023

**LBG Media plc**  
("LBG Media" or the "Company")  
**Notice of Results**

LBG Media plc (AIM: LBG), the UK-based multi-brand, multi-channel digital youth publisher, intends to publish its full year results for the twelve months ended 31 December 2022 on 12 April 2023.

**For further information please contact:**

**LBG Media plc**  
Solly Solomou, Co-founder & CEO  
Arian Kalantari, Co-founder & COO  
Tim Croston, CFO

**Via Buchanan**

**Zeus (Nominated Adviser & Sole Broker)**  
Dan Bate / Nick Cowles (Investment Banking)  
Benjamin Robertson (Equity Capital Markets)

Tel: +44 (0) 161 831 1512  
[www.zeuscapital.co.uk](http://www.zeuscapital.co.uk)

**Media enquiries:**

**Buchanan**  
Richard Oldworth / Chris Lane / Toto Berger / Jack Devoy

Tel: +44 (0) 20 7466 5000  
[www.buchanan.uk.com](http://www.buchanan.uk.com)

**Notes to editors**

LBG Media is a multi-brand, multi-channel digital youth publisher and is a leading disrupter in the digital media and social publishing sectors. The Group produces and distributes digital content across a range of mediums including video, editorial, image, audio, and experience (virtual and augmented reality). Since its inception in 2012, the Group has curated a diverse collection of ten core specialist brands using social media platforms (primarily Facebook, Instagram, Snapchat, Twitter, YouTube and TikTok) and has built multiple websites to reach new audiences and drive engagement. Each brand is dedicated to a distinct popular interest point (e.g. sport, gaming etc.), which is designed to achieve broader engagement, increase relevance and ultimately build a loyal community of followers.

The Group operates two core routes to market: Direct revenue, which is principally generated from the provision of content marketing services to corporates, brand owners, marketing agencies and other entities such as government bodies and where the relationship with the client is held directly by LBG Media; and Indirect revenue, which is generated via a third-party, such as a social media platform or via a programmatic advertising exchange / online marketplace, which holds the relationship with the brand owner or agency.

This information is provided by RNS, the news service of the London Stock Exchange. RNS is approved by the Financial Conduct Authority to act as a Primary Information Provider in the United Kingdom. Terms and conditions relating to the use and distribution of this information may apply. For further information, please contact [ms@lse.com](mailto:ms@lse.com) or visit [www.ms.com](http://www.ms.com).

RNS may use your IP address to confirm compliance with the terms and conditions, to analyse how you engage with the information contained in this communication, and to share such analysis on an anonymised basis with others as part of our commercial services. For further information about how RNS and the London Stock Exchange use the personal data you provide us, please see our [Privacy Policy](#).

END

NORJJMRTMTAMBFJ