

9 May 2023



XLMedia PLC
("XLMedia" or the "Group" or the "Company")

XLMedia Signs First Revenue Share Contract in North America with Major Client

XLMedia and bet365 extend commercial relationship to include new hybrid agreement in North America

XLMedia PLC (AIM: XLM) the global digital media company that manages a portfolio of premium brands with an emphasis on Sports and Gaming in regulated markets, is pleased to announce that, in line with its strategic objective to diversify revenue, it has signed a hybrid revenue agreement with bet365.

The agreement, which combines customer acquisition with longer term retention, forms the basis of a multi-year partnership between the two brands and deepens the commitment both XLMedia and bet365 have made to North American expansion. The agreement will also have responsible gambling at its core. The ability to drive education and engagement, through collaborative content, will ensure that all players have the knowledge and tools to gamble responsibly with bet365.

David King, Chief Executive Officer, XLMedia

"We are pleased to expand our global relationship with bet365. In line with the stated strategy, this hybrid agreement is the start of XLMedia building a new, sustainable revenue stream in North America."

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About XLMedia:

[XLMedia](http://www.xlmedia.com) (AIM: XLM) is a leading global digital media company that creates compelling content for highly engaged audiences and connects them to relevant advertisers.

The Group manages a portfolio of premium brands with a primary emphasis on Sports and Gaming in regulated markets. XLMedia brands are designed to reach passionate people with the right content at the right time.

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