

31 May 2023



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

XLMedia Extends Exclusive Partnership with Schneps Media

XLMedia announces a three-year partnership extension with Schneps Media to continue as the exclusive provider of their sports betting and iGaming content on amNewYork

XLMedia PLC (AIM: XLM), a leading global digital media company, is pleased to announce that, in line with its strategic objective to continue to expand its North America footprint and grow sports betting and gaming revenues, it has signed a three-year extension with Schneps Media to continue as the exclusive provider of sports betting and iGaming (e.g., online casino) content to amNewYork ("amNY.com").

The multi-year extension follows a highly successful initial two-year deal; and will see XLMedia supply highly engaging sports betting content while also managing commercial deals with regulated sportsbooks. Additionally, XLMedia will establish an educational and engaging iGaming content hub on amNY.com further utilising the Group's content and monetisation expertise. Both brands are committed to educating consumers about responsible gambling.

The deal further enhances XLMedia's position as a market-leader in partnering with prominent publishers across the US and Canada, while providing access to high-quality commercial content and high-value advertiser relationships. The partnership is enhanced by amNY.com's strong readership, authority and scale built from its first-class news reporting. Schneps Media has been a key partner for XLMedia for the past two years, delivering notable results during the New York state sports betting launch at the beginning of 2022.

David King, Chief Executive Officer of XLMedia, commented:

"We are pleased to be able build upon our sports betting success with amNY.com in the years to come and to extend our partnership to include iGaming in what we believe will be another important revenue opportunity for both businesses."

"In line with our stated strategy, this agreement furthers our efforts to expand our North America footprint and drive iGaming in select markets like the US to capitalise on the high-margin gaming vertical."

Joshua Schneps, Chief Executive Officer of Schneps Media, commented:

"We are delighted with the success from our partnership over the last two years and thrilled to continue in the years to come. The collaboration and commitment from the XLMedia team has been exceptional."

For further information, please contact:

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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.

About amNY.com:

amNY.com is the leading news site in Manhattan and New York City focused on local news and events. It is owned and operated by Schneps Media, a vast local publishing network of print and digital news and niche sites, lifestyle magazines, podcasts, events, and webinars. Connecting businesses and brands with audiences throughout New York City, Westchester,

Long Island, and Philadelphia, Schneps reaches more people in more ways than anyone in the region.

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