RNS Number : 3640B
LBG Media PLC
02 June 2023

2 June 2023

LBG Media plc

("LBG Media" or the "Company")

Exercise of Options and Total Voting Rights

LBG Media plc (AIM: LBG), the UK-based multi-brand, multi-channel digital youth publisher, announces that, on 31 May 2023, it allotted 9,000 new ordinary shares of £0.001 each ("**Shares**") in the Company following the exercise of options granted under the Company's Long Term Incentive Plan, details of which were disclosed in the Company's Admission Document dated 7 December 2021.

Total Voting Rights

Application has been made to the London Stock Exchange for the 9,000 new Shares to be admitted to trading on AIM ("**Admission**"). It is expected that Admission will become effective at 8.00 a.m. on 6 June 2023.

Following Admission, the total number of Shares and voting rights in the Company will be 206,512,642. There are no Shares held in treasury. This figure may be used by shareholders as the denominator for the calculations by which they will determine if they are required to notify their interest in, or a change to their interest in, the share capital of the Company under the FCA's Disclosure and Transparency Rules.

For further information please contact:

LBG Media plc Solly Solomou, Chief Executive Officer Richard Jarvis, Chief Financial Officer	**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
Media enquiries: **Buchanan** Richard Oldworth / Chris Lane / Toto Berger / Jack Devoy	Tel: +44 (0) 20 7466 5000 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.

END

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