

1 September 2023

Digitalbox plc
("Digitalbox" or the "Company")

Completion of Acquisition of Assets from Media Chain Group Limited

Digitalbox plc (AIM: DBOX), the mobile-first digital media business, which owns Entertainment Daily, The Daily Mash, The Tab, and The Poke is pleased to announce that, further to its announcement on 1 August 2023, it has completed the acquisition of certain digital assets of 99 Problems, The Life Network Shopping and 90's Life from Media Chain Group Limited (part of "Social Chain AG") (the "Acquisition"). The final agreement resulted in the 99 Problems Instagram page and 90's Life Facebook page forming part of the Acquisition and Student Problems removed.

The Acquisition was completed at improved terms for a total of \$600,000 in cash without the issue of the shares as previously stated. The Acquisition is being undertaken via Digitalbox Publishing Limited, which is wholly owned by the Company. The deal is expected to be earnings enhancing as the engagement is built with the 20m followers Digitalbox now has within the social media channels.

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Market abuse regulation: This announcement contains inside information for the purposes of Article 7 of Regulation (EU) No 596/2014 as it forms part of UK domestic law by virtue of the European Union (Withdrawal) Act 2018 ("MAR"). The person responsible for arranging for the release of this announcement on behalf of the Company is James Carter, Chief Executive Officer.

Enquiries:

Digitalbox
James Carter, CEO

c/o SEC Newgate

Panmure Gordon
(Nominated Adviser, Financial Adviser & Joint Broker)
James Sinclair-Ford / Ivo Macdonald (Corporate Advisory)
Rupert Dearden (Corporate Broking)

Tel: 020 7886 2500

Leander Capital Partners (Joint Broker)
Alex Davies / Hugh Kingsmill Moore

Tel: 020 7195 1400

SEC Newgate (Financial Communications)
Robin Tozer / Molly Gretton

Tel: 07970 664807
digitalbox@secnewgate.co.uk

About Digitalbox plc

Based in the UK, Digitalbox is a 'pure-play' digital media business with the aim of profitable publishing at scale on mobile platforms.

Digitalbox operates the trading brands of "Entertainment Daily", "The Daily Mash", "The Tab", and "The Poke".

Entertainment Daily produces and publishes online UK entertainment news covering TV, showbiz and celebrity news. The Daily Mash produces and publishes satirical news content. The Tab is the UK's biggest youth culture site fuelled by students. The Poke expertly curates and editorialises the funniest content from around the web and social media.

Digitalbox primarily generates revenue from the sale of advertising in and around the content it publishes. The Company's optimisation for mobile enables it to achieve revenues per session significantly ahead of market norms for publishers on mobile.

information, please contact ms@seg.com or visit www.ms.com.

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