

5 September 2023



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

**XLMedia Signs Exclusive Media Partnership with Atlanta Journal-Constitution, LLC.**

*XLMedia to provide premium sports betting content for the acclaimed Georgia-based news and sport brand*

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 it has signed an exclusive three-year partnership with Atlanta Journal-Constitution, LLC. ("AJC") to create premium sports betting content. AJC reaches over 9.2 million unique digital users per month.

Through its industry-leading Media Partnership Business ("MPB"), XLMedia partners with prominent publishers across the United States and Canada, providing them with access to high quality commercial content and high-value advertiser relationships. The partnership with AJC represents another significant win for XLMedia's MPB, expanding the Group's already established footprint in Georgia and the Southern states of the US. This exclusive agreement will enable AJC to capture new revenue streams whilst providing their readership with a new content offering.

The partnership also allows XLMedia to immediately reach AJC's national readership in currently legal live sports betting markets, and also provides the Company with access to AJC's readership in Georgia should the state legalise sports betting in the medium term.

**David King, Chief Executive Officer of XLMedia, commented:**

*"We are delighted to partner with Atlanta Journal-Constitution, an exceptional and well-established brand in digital publishing and news reporting. This deal positions us well to drive new revenue in legal Southern states such as Kentucky and North Carolina whilst also enabling us to reach Georgia's large sports fan base if sports betting is legalised."*

*"In line with our strategy, this partnership accelerates our efforts to expand our North America footprint in key current and future markets to capitalise on the US's growing sports betting market."*

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**About XLMedia**

XLMedia (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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