

8 August 2024

LBG Media plc
("LBG Media" or the "Company")
Director/PDMR Shareholding

LBG Media plc, the UK-based multi-brand, multi-channel digital youth publisher, announces that it has been notified that Carol Kane, Non-Executive Director, has purchased 7,400 ordinary shares of £0.001 each ("Shares") at a price of 130.0 pence per Share.

Following this purchase, Carol Kane is beneficially interested in 750,577 Shares, representing 0.4% of the issued share capital of the Company.

The notification below, made in accordance with the requirements of the EU Market Abuse Regulation as it forms part of UK domestic law by virtue of the European Union (Withdrawal) Act 2018, provides further detail.

Notification of Dealing Form:

1	Details of the person discharging managerial responsibilities / person closely associate						
a)	Name	Carol Kane					
2	Reason for the notification						
a)	Position/status	Non-Executive Director					
b)	Initial notification /Amendment	Initial notification					
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor						
a)	Name	LBG Media plc					
b)	LEI	213800MF1QX5EE3RAV98					
4	Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted						
a)	Description of the financial instrument, type of instrument	Ordinary Shares of £0.001 each in the Company					
	Identification code	ISIN: GB00BKPH9R58					
b)	Nature of the transaction	Purchase of Shares					
c)	Price(s) and volume(s)	<table><tr><td>Price per Share</td><td>Volume</td></tr><tr><td>130.0 pence</td><td>7,400</td></tr></table>		Price per Share	Volume	130.0 pence	7,400
Price per Share	Volume						
130.0 pence	7,400						
d)	Aggregated Information	N/A - Single transaction					
e)	Date of transaction	7 August 2024					
f)	Place of transaction	London Stock Exchange, AIM					

For further information please contact:

LBG Media plc

Solly Solomou, Chief Executive Officer
Richard Jarvis, Chief Financial Officer
Mark Mochalski, Investor Relations
Matthew Lee, Investor Relations

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

Peel Hunt LLP (Joint Broker)

Neil Patel
Benjamin Cryer
Kate Bannatyne

Tel: +44 (0) 207 418 8990

www.peelhunt.com

Media enquiries:

Buchanan

Richard Oldworth / Chris Lane / Toto Berger / Jack Devoy

Tel: +44 (0) 20 7466 5000

LBGmedia@buchanan.uk.com

About LBG Media

LBG Media is a global digital entertainment business with a focus on young adults and 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 specialist brands using social media platforms (primarily Facebook, Instagram, Snapchat, X, 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.

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