

RNS Reach

2 October 2024

**ZOO DIGITAL GROUP PLC
("ZOO", the "Group" or the "Company")**

Publication of Artificial Intelligence White Paper

ZOO Digital Group plc (AIM: ZOO), a leading provider of end-to-end cloud-based localisation and media services to the global entertainment industry, announces the forthcoming publication of its white paper "Will robots take over the world of localisation?"

A longstanding innovator in media localisation, ZOO has been actively exploring the application of Artificial Intelligence (AI) for over ten years to bring benefits to its industry. The recent acceleration in the development and commercial availability of AI platforms such as those created by OpenAI, Google and Meta have raised expectations of the impact these technologies may have on society and our industry.

In its white paper, ZOO will address specifically the applications of AI in media localisation that can bring benefits and those where it is unsuited.

Stuart Green, CEO, and Chris Oakley, CTO, will provide an investor briefing and live Q&A session at 4.00pm BST on Monday 7 October 2024. No price-sensitive information will be disclosed at the event. Investors may register to participate in the webinar or submit questions in advance using the following link:

<https://www.zoodigital.com/ai-white-paper>

The white paper will be published following the investor meeting and available for download at the same link.

For further enquiries, please contact:

ZOO Digital Group plc Stuart Green - Chief Executive Officer Phillip Blundell - Chief Finance Officer	+44 (0) 114 241 3700
Stifel (Nominated Adviser and Joint Broker) Fred Walsh / Erik Anderson / Ben Good	+44 (0) 20 7710 7600
Singer Capital Markets (Joint Broker) Shaun Dobson / Asha Chotai	+44 (0) 20 7496 3000
Instinctif Partners (Financial PR) Matthew Smallwood	+44 (0) 207 457 2020 zoo@instinctif.com

About ZOO Digital Group plc:

ZOO Digital supports major Hollywood studios and streaming services to globalise their content and reach audiences everywhere, by providing leading, technology-enabled localisation and media services.

Founded in 2001, ZOO Digital operates from hubs in Los Angeles, London, Dubai, Turkey, South Korea, India, Denmark, Spain, Italy and Germany with a development and production centre in Sheffield, UK.

The Group provides media services through its platforms that include: ZOObsubs, ZOObdubs and ZOObstudio. Its full-service proposition delivers the end-to-end services required to prepare both original and catalogue content for digital distribution; these services include dubbing, subtitling & captioning, metadata creation & localisation, mastering, artwork localisation and media processing. Alongside this offering, ZOO also provides its customers with management platforms and strategic solutions to support their own internal globalisation operations.

ZOO is a go-to service partner for media businesses looking to globalise their content across different territories, languages and distribution platforms. Using its innovative technology-enabled approach, ZOO helps its customers to reduce time to market, lower costs and deliver high quality products to their global audiences. The business has frameworks in place with all major Hollywood studios and streaming services. Its customers include Disney, NBCUniversal, HBO and Paramount Global.

ZOO's competitive advantage arises from three interlinking factors - the leading role it has played in the digital transformation of its sector; the world class proprietary platforms that it develops to enable this transformation; and the

global supply chain of thousands of freelancers, working collaboratively in ZOO's platforms, which delivers services that scale easily to meet demand. These factors combine to make ZOO uniquely placed to capitalise on new market opportunities in a fast-paced and constantly evolving industry.

www.zoodigital.com

This information is provided by Reach, the non-regulatory press release distribution service of RNS, part of the London Stock Exchange. Terms and conditions relating to the use and distribution of this information may apply. For further information, please contact ms@lse.com or visit www.ms.com.

RNS may use your IP address to confirm compliance with the terms and conditions, to analyse how you engage with the information contained in this communication, and to share such analysis on an anonymised basis with others as part of our commercial services. For further information about how RNS and the London Stock Exchange use the personal data you provide us, please see our [Privacy Policy](#).

END

NRAFZMGGVMFGDZM