

10 December 2024

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

Trading Update

Digitalbox plc (AIM: DBOX), the mobile-first digital media business, which owns leading websites, including Entertainment Daily, The Daily Mash, The Tab, The Poke, TV Guide and Emmerdale Insider, is pleased to announce an update to trading for the 12 months to 31 December 2024 ("FY2024").

The Company expects revenue to be at least £3.5m for FY2024, with EBITDA ahead of management's expectations.

This comes as trading across Digitalbox's six brands has been stronger than management anticipated in the second half of the year, which is the Company's biggest trading period. Audience volumes are strong and there has been an early encouraging performance from the Group's latest website launch, Emmerdale Insider.

The Company expects to announce its FY2024 Final Audited Results in March 2025.

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.

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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 following trading brands, "Entertainment Daily", "The Daily Mash", "The Tab", "The Poke", "TV Guide" and "Emmerdale Insider". 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. TV Guide serves as the definitive guide to what is on TV. Emmerdale Insider charts the twists and turns of this ever present British soap staple.

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

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