

14th March 2025

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

Acquisition of the assets of Media Chain Group Limited

Digitalbox plc (AIM: DBOX), the mobile-first digital media business, which owns Entertainment Daily, The Daily Mash, The Tab, The Poke, TV Guide, Emmerdale Insider, Royal Insider, and Reality Shrine is pleased to announce it has exchanged contracts (the "Exchange") to acquire the digital assets of The Life Network from Media Chain Group Limited for a total consideration of £200,000 (the "Consideration", together the "Acquisition"). The Acquisition is subject to completion of satisfactory testing by Digitalbox, as set out below, and is expected to be earnings enhancing on completion.

About Media Chain Group Limited

Media Chain Group Limited was previously part of the broader Social Chain business established in Manchester in 2014. Social Chain became part of The Social Chain AG business in 2019 and operated in two divisions, an agency that was sold in the spring of 2023 and the media division (Media Chain Group Limited) that houses 20+ social pages with over 60m followers.

The Acquisition

The Acquisition provides Digitalbox with the opportunity to extend its audience reach through The Life Network's 5.6m Facebook followers and 357k Instagram followers. The assets made losses of £400 in 2024 after all activity was paused on them in the middle of the year. The combined follower base is expected to add almost 6m to the 21m currently owned by Digitalbox.

Completion of the Acquisition is conditional upon the satisfactory testing, by Digitalbox, through a licence agreement which is in operation until mid-June 2025. The total Consideration for the Acquisition to be paid is £200,000, with £20,000 payable immediately on Exchange as a non-refundable deposit to trigger the license, and a further £180,000 conditionally payable on completion - which is anticipated to be within three months from the date of Exchange.

The Consideration will be funded from the Group's existing cash resources, which at 31 December 2025 were approximately £2.1 million. The Acquisition will be undertaken via Digitalbox Publishing Limited, which is wholly owned by the Company.

The directors expect that the Acquisition will be earnings enhancing at the point the Digitalbox management team chooses to advance to Completion.

James Carter, CEO, Digitalbox, said: "The opportunity to acquire some of the Media Chain Group assets is an excellent way for us to extend the audiences currently being served by the Digitalbox brands. With The Life Network containing a significant female US audience footprint, we believe there are plenty of synergies to build around our new site, Royal Insider, which is already presenting traction in this market. The management team will get to work straight away on proving this case before Completion."

Christian Grobel, CEO, Media Chain Group Limited, said: "We are pleased to be offering these assets to a great home. The audience bases we have built will complement the Digitalbox portfolio and benefit from the Company's talented editorial teams. We wish them the best of luck with the next stage of development for their brands."

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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").

Enquiries:

Digitalbox
James Carter, CEO

c/o SEC Newgate

Panmure Liberum (Nominated Adviser & Joint Broker)
James Sinclair-Ford

Tel: 020 7886 2500

Rupert Dearden
Dougie McLeod
Rauf Munir

Tel: 07786150915

Leander Capital Partners (Joint Broker)
Alex Davies

SEC Newgate (Financial PR)
Robin Tozer / Molly Gretton

Tel: 07540 106 366
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 following trading brands, "Entertainment Daily", "The Daily Mash", "The Tab", "The Poke", "TV Guide", "Emmerdale Insider", "Royal Insider" and "Reality Shrine". 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. Royal Insider provides the latest information for royal family fans the world over. Reality Shrine documents the latest twists and turns from the world's biggest reality TV shows.

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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