

9 June 2025

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

Completion of Acquisition of The Life Network from 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 that, further to its announcement on 14 March 2025, it has completed the acquisition of the digital assets of The Life Network from Media Chain Group Limited (formerly part of "Social Chain AG") (the "Acquisition").

The total consideration for the Acquisition was £200,000, comprising the £20,000 license fee paid in March and a further £180,000 cash on completion. Under the final agreement, ownership of The Life Network's Facebook and Instagram pages have transferred to Digitalbox. As a result, Digitalbox now has over 26 million followers within its own social media channels.

The Life Network assets have been acquired to progress the development of Royal Insider. After a period of successful testing of the assets on Royal Insider, and a positive trading performance across Digitalbox's wider portfolio during H1 2025, the Board made the decision to progress with the Acquisition. The Board expects the Acquisition to be earnings enhancing in FY2025.

The Acquisition is being undertaken via Digitalbox Publishing Limited, a wholly owned subsidiary of the Company.

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

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