

19 June 2025

**Brave Bison Group plc**

("Brave Bison" or the "Company", together with its subsidiaries "the Group")

**Extension to Exclusivity**

Brave Bison, the digital media, marketing and technology company, provides an update, further to the Company's announcement of 9 May 2025, in respect of the possible acquisition by the Group of MiniMBA from Centaur Media plc for an enterprise value of £19 million (the "**Acquisition**").

With exclusive negotiations between the parties with respect of the Acquisition well advanced and progressing towards finalisation, the parties have agreed to extend the period of exclusivity for a further seven days until 26 June 2025.

This announcement is made with the consent of Centaur Media plc.

Further announcements will be made, as appropriate, in due course. There can be no certainty that the Acquisition will conclude.

For further information please contact:

**Brave Bison Group plc**

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**About Brave Bison**

Brave Bison is a different beast: a digital media, marketing and technology company purpose built for the digital era. Headquartered in London with hubs in Manchester, New York, Bulgaria, Melbourne, Bangalore and Egypt, Brave Bison boasts a globally distributed team across eight countries. The company's unique position as both a digital media owner and a marketing and technology partner allows it to own and operate its own channels and communities while providing clients such as SharkNinja, New Balance and Real Madrid with a comprehensive suite of advertising and technology services to reach digital native audiences.

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