

5th August 2025

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

Pre-Close Trading Update and Notice of Results

Investor Presentation

Digitalbox plc (AIM: DBOX), the mobile-first digital media business, which owns among others the leading websites Entertainment Daily, The Daily Mash, The Poke, The Tab and TV Guide, announces a trading update ahead of the publication of its unaudited results for the six months to June 2025 ("H1 2025") on 23 September 2025.

In H1 2025, advertising performance, session values and yields have seen significant year on year improvement, and as a result the Company expects revenue to have increased by 11% compared to the same period last year, with EBITDA ahead of management expectations.

Investor Presentation

James Carter, CEO, Richard Spilsbury, CFO, and Jim Douglas, COO, will provide a live investor presentation relating to the Company's results for the six months to June 2025 via the Investor Meet Company platform on 23 September 2025 at 10:00am.

The presentation is open to all existing and potential shareholders. Questions can be submitted pre-event via the dashboard function within Investor Meet Company up until 9am the day before the meeting or at any time during the live presentation.

Investors can sign up to Investor Meet Company for free and add to meet DIGITALBOX PLC via:

<https://www.investormeetcompany.com/digitalbox-plc/register-investor>

Investors who already follow DIGITALBOX PLC on the Investor Meet Company platform will automatically be invited.

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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.

About Digitalbox plc

Digitalbox plc is a UK-based, pure-play digital media company focused on delivering profitable publishing at scale, specifically optimised for mobile platforms. The company operates a portfolio of high-performing, content-rich brands that engage audiences through entertainment, satire, and youth culture. Digitalbox owns and operates the following trading brands:

- **Entertainment Daily** - A leading source of UK entertainment news, covering television, showbiz, and celebrity stories.
- **The Daily Mash** - A satirical news platform known for its humorous take on current events and cultural commentary.
- **The Tab** - The UK's largest youth culture site, powered by student journalists and contributors from universities across the country.
- **The Poke** - A curator of the internet's funniest content, offering a sharp and witty editorial lens on viral trends and social media.
- **TV Guide** - A comprehensive digital destination for UK television listings, schedules, and viewing recommendations.
- **Emmerdale Insider** - A niche brand dedicated to news, spoilers, and fan content related to the long-running British soap opera *Emmerdale*.
- **Royal Insider** - A specialist outlet providing news, features, and insights into the British Royal Family.
- **Reality Shrine** - A hub for fans of reality TV, covering shows, personalities, and behind-the-scenes gossip.

- **reality online** - A hub for fans of reality TV, covering shows, personalities, and behind-the-scenes gossip.
- **EastEnders Insider** - A dedicated platform for fans of *EastEnders*, delivering the latest news, spoilers, and features from Albert Square.

Digitalbox generates revenue primarily through digital advertising, leveraging its mobile-first strategy to deliver significantly higher revenue per session than industry averages. Its proprietary technology and editorial expertise enable it to scale content efficiently while maintaining strong audience engagement.

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