

4 December 2025

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

**Trading Update**

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, provides a trading update ahead of the completion of the key Q4 trading period in 2025.

The Company expects EBITDA for the 12 months to 31 December 2025 to be significantly ahead of market expectations and revenue to be broadly in line with the market expectations.\*

Trading across Digitalbox's brands in the second half of FY2025 has remained robust against a challenging landscape for media companies. Overall, Digitalbox's established brands have performed well alongside the expansion of TV Guide and success with investments in new brands, Reality Shrine and Royal Insider, leading to a more positive performance than expected in FY2025.

The Company expects to publish its FY2025 results in March 2026.

**James Carter, CEO, Digitalbox, commented:** "We remain confident in the full year outturn looking at December's trading. This is at a time that we are continuing to develop the business through launching new products while we remain alive to consolidation and acquisition opportunities that can maximise shareholder value."

\*As at 3 December 2025 the directors understood market consensus for the year ending 31 December 2025 to be revenue of £4.1m and EBITDA of £0.2m.

**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**

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
- **EastEnders Insider** - A dedicated platform for fans of *EastEnders*, delivering the latest news, spoilers, and features from Albert Square
- **Coronation Street Insider** - Again, a dedicated platform for fans of *this show* delivering the latest news, spoilers, and features from the cobbled streets of Manchester

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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