

09 December 2025

Zinc Media Group plc
("Zinc" or the "Group")

Pre-close trading update Year end FY25

Zinc Media Group plc (AIM: ZIN), the award-winning television and content production group, is pleased to announce that it expects to deliver strong revenue and profitability growth for the fifth consecutive year, for the year ending 31 December 2025 ("FY25")^[1].

Building on strong commission momentum and progress against its strategic objectives, the Group expects to report revenue of not less than £41m (FY24: £32.3m), growth of 27%, and Adjusted EBITDA of not less than £1.9m (FY24: £1.5m) growth of 27%.

Furthermore, the Group has made significant progress against three strategic pillars: IP monetisation, diversification into Entertainment formats, and expansion in the Middle East. In particular, Zinc's new entertainment quiz format The Inner Circle and its companion show The Celebrity Inner Circle delivered a strong series one performance, with episodes of the Saturday night show reaching over 4 million viewers, and episodes of the daytime show exceeding one million average audience. In addition, the Group has accelerated its expansion in the Middle East in Q4, opening a new office in Saudi Arabia and a second in Qatar in a strategic partnership with Media City. As a result of this investment, the total pipeline of Middle East opportunities is £20m, which compares to £5m at the same time last year.

Outlook

The Group goes into the new year with FY26 revenue visibility in line with this stage last year with £21m secured or highly advanced on the pipeline (December 2024: £22m contracted and highly advanced for FY25).

Good forward visibility and confidence in the strategic growth pillars means the Group is on course to deliver its medium-term targets of £50m turnover and £5m EBITDA.

Mark Browning, Chief Executive Officer, says:

"Zinc is on course to deliver excellent growth this year, and I am delighted we are trading materially in line with market expectations. We have made significant strategic progress and are confident in our ability to continue this momentum, having strengthened our presence in the IP, Events and Middle East markets. Our content continues to be world class, as illustrated only last week when Zinc labels won 17 awards at the prestigious EVCOM awards, including Agency of The Year, for the first time, in The Edge. We are outperforming in all our markets and have a clear strategy for the years ahead."

A list of Zinc television programmes which are available to watch is on the Group's website:
<https://zincmedia.com/what-to-watch-on-tv/>

For further information, please contact:

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About Zinc Media Group

Zinc Media Group plc is a premium television and content creation group. The award-winning and critically acclaimed television labels comprise Atomic, Brook Lapping, Electric Violet, Raw Cut, Rex, Red Sauce, Supercollider, Tern Television, Tomos TV, along with Bumblebee Post-Production, and produce programmes across a wide range of factual genres for UK and international broadcasters. Zinc Distribution are the Group's distribution arm connecting content from across the Group to buyers, broadcasters and platforms.

Zinc Media Group's commercial content creation unit includes The Edge Picture Company, one of the UK's largest brand film-making companies and Zinc Audio, specialising in podcasts and radio production.

For further information on Zinc Media Group, please visit www.zincmedia.com

^[1] Results subject to year-end audit

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