

15 January 2026

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

FY2025 Trading Update and Notice of Results

Digitalbox plc (AIM: DBOX), the mobile-first digital media business, which owns Entertainment Daily, The Daily Mash, The Tab, The Poke and TV Guide, is pleased to provide the following unaudited trading update ahead of the publication of its results for the twelve months to 31 December 2025. The Company expects to announce its results on Tuesday 31 March 2026.

During a period of change across the media industry in Q4 2025 - traditionally the Company's most important trading period - Digitalbox delivered strong results. With AI impacting publishers across the board, Digitalbox's broad diversity of distribution channels and strong levels of audience engagement have proved increasingly important.

Digitalbox expects EBITDA¹ for the year ended 31 December 2025 to be comfortably ahead of market consensus² at c.£330k, with improved margins on the back of a more efficient H2 cost base. Revenue for the year is expected to be c.£3.9m. As at 31 December 2025, the Company had c.£1.8m in gross cash.

James Carter, CEO of Digitalbox, said *"The second half of 2025 was both an exciting and demanding period for the publishing industry. We executed our plan to explore highly focused new market sectors- specifically reality TV, soaps, and the UK royal family-as part of what we call our 'verticals strategy', while also strengthening our onplatform revenue generation. We are pleased with the acquisition of the Media Chain Group's digital assets during the year, which we believe will support further growth and contribute to our ongoing organic expansion plans."*

¹All EBITDA figures quoted are for Adjusted EBITDA, defined as the profit from operations after deducting depreciation, amortisation, share-based payments, acquisition and listing costs, direct costs associated with business combinations and capital restructure costs.

²As 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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