

This announcement contains inside information for the purposes of Article 7 of Regulation (EU) No 596/2014 as it forms part of retained EU law pursuant to the European Union (Withdrawal) Act 2018 ("MAR"). Upon the publication of this announcement via a Regulatory Information Service ("RIS"), this inside information is now considered to be in the public domain.

22 January 2026

Ebiquty Plc
("the Company" or "Ebiquty")

Trading Update

Ebiquty plc, a world leader in media investment analysis, provides the following trading update for the year ended 31 December 2025 ("FY25").

The Group expects to report, subject to audit, FY25 revenues of c.£73.4m, adjusted EBITDA of c.£8.1m and adjusted operating profit of c.£4.6m. Unaudited net debt at 31 December 2025 is expected to be approximately £13.1m, reflecting improved working capital management and the benefits of cost discipline initiatives implemented during the period.

The Group experienced strong commercial momentum in Q4 2025 and entered 2026 having secured three major marketing effectiveness contracts with an aggregate contract value of over £10 million across their three-year terms (2026-2028). In addition, the Group also secured a number of integrated service programmes in the quarter scheduled for delivery in 2026, providing improved visibility for the new financial year.

Further to the announcement of 23 September 2025 and in response to continued macroeconomic challenges in North America, the Group has now successfully implemented a programme to right-size the cost base and, following management changes in North America, the Group begins the current financial year with an improved organisational structure, strongly positioned for sustainable, profitable growth.

Outlook

The strong commercial successes at the end of Q4 2025, together with the cost saving initiatives noted above, have resulted in the Group entering 2026 with positive momentum. The Board looks ahead to FY26 with confidence and expects revenues and profits to be ahead of FY25.

Ruben Schreurs, Chief Executive Officer, commented:

"As previously announced, we have taken decisive action during 2025 to strengthen the business. Our comprehensive restructuring programme has improved operational efficiency and enabled continued investment in marketing effectiveness and media performance capabilities.

"The £10m plus of three-year marketing effectiveness contracts secured in December demonstrates strong client demand for our integrated, independent expertise, and our continued focus on working capital management has delivered net debt performance ahead of expectations. We are well positioned to deliver sustainable, profitable growth."

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Cavendish Capital Markets

Nominated Advisor and Sole Broker

About Ebiquity plc

Ebiquity is a world leader in media investment analysis. Trusted by more than 75 of the top 100 global advertisers - and 500 more worldwide - we analyse over 100 billion in media spend each year. This unmatched scale gives us the deepest data and the sharpest insights in the industry, powering the impartial advice our clients act on to make the right decisions that deliver Effective and Responsible Advertising.

Our work is driven by 650 media experts on the ground in 19 countries. Covering more than 80% of the world's media market, we are the most local and the most global, ensuring local relevance with global consistency.

With our evidence-based consultancy, clients transform their media operations, strengthen governance of their investments, and unlock significant incremental business growth.

On average, our clients achieve a 15% improvement in ROI and collectively generate over 1 billion in value annually through our digital governance programmes.

For further information, please visit: www.ebiquity.com

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