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This announcement does not constitute an announcement of a firm intention to make an offer under Rule 2.7 of the City Code on Takeovers and Mergers (the "Code"). There can be no certainty that an offer will be made nor as to the terms on which any offer might be made.

The information communicated in this announcement contains inside information for the purposes of Article 7 of the Market Abuse Regulation (EU) No. 596/2014.

18 May 2017

Zinc Media Group plc

("Zinc Media" or the "Company")

Response to announcement by Brave Bison Group plc

The Board of Zinc Media notes the announcement today by Brave Bison Group plc ("Brave Bison") and confirms that it is currently in preliminary discussions with the company regarding a potential combination of the two businesses.

The Company notes the requirement in accordance with Rule 2.6(a) of the Code for Zinc Media to announce either its firm intentions to propose a potential merger with Brave Bison, akin to an offer being subject to the Code pursuant to Rule 2.7 of the Code, by 5.00pm on 15 June 2017 (being the 28th day following the date of Brave Bison's announcement made in accordance with Rule 2.4 of the Code). Further announcements will be made in due course.

Rule 2.9 Disclosure

In accordance with Rule 2.9 of the Code, as at the date of this announcement, the Company's issue share capital comprises 619,775,478 ordinary shares of 0.00025p each (ISIN: GB00BX7RGN99)

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