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5 July 2023

Zinc Media Group plc

(“Zinc” or the “Group”)

Trading update

Zinc Media Group plc (AIM: ZIN), the award-winning television, brand and audio production group, is pleased to announce a trading update ahead of its Capital Market Day (“CMD”) being held today.

As at the end of June, total revenue won and due to be recognised in FY23 is now £31m. This figure exceeds the total revenue generated in the whole of FY22, and represents Zinc’s best performance at this stage in a financial year for over a decade. All divisions continue to deliver revenue growth despite increasing economic headwinds. The Group’s pipeline remains strong with a further £7m of revenue for recognition in FY23 in highly advanced discussions.

The Group is delighted that its newest television label Atomic Television has won its first commission. It is a substantial contract worth over £1m for an international bluechip broadcaster. Atomic only launched at the beginning of the year and is a new TV production label based in Bristol specialising in premium specialist factual within the genres of history, science and adventure, focussing on the lucrative US market, alongside the UK.

The Group is hosting a CMD at 11:00am this morning at its London Headquarters. Zinc’s CEO Mark Browning will present the growth strategy for the Group along with the latest research demonstrating the growth opportunities in the television and content production market. There will be a chance to meet other members of the board, senior management and tour the production facilities.

Mark Browning, Chief Executive Officer, Zinc Media Group, says:

“The performance in H1 has been strong and positions the Group for an excellent FY23. Some strong headwinds in the UK remain, however the high rate of booking in H1 and our increasingly international revenue mix means we are well placed to navigate this. I am particularly pleased to report the first commission for Atomic TV which we only launched in January 2023. This further underpins our reputation for launching successful new television labels, in new markets, which grow our organic revenue.”

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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 Brook Lapping, Red Sauce, Supercollider, Tern Television, Rex and Atomic, along with Bumblebee Post Production, and produce programmes across a wide range of factual genres for UK and international broadcasters.

Zinc Communicate specialises in developing cross-platform content for brands, businesses and rights holders.

The Edge Picture Company produces film content for brands and corporates in the UK, Qatar and other international markets.

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