

## PRESS RELEASE

# SAMBA DIGITAL GROWS FOR THE 17th CONSECUTIVE QUARTER IN RESULTS AND PROFITS

Oeiras, 4th November de 2022 – Samba Digital (<https://sambadigital.com/>), the international digital marketing platform entirely dedicated to sports and entertainment, admitted to Euronext Lisbon on the 6th of October with a valuation of €23.3 million, discloses its financial results for the period from September 2021 to September 2022.

### Financial statements 30<sup>th</sup> september 2022 SAMBA DIGITAL SGPS S.A.

| K€                    | 30/09/2022            | 30/09/2021            | Δ<br>2022/2021 | Initial 2022<br>Forecast of<br>results for<br>the whole<br>year |
|-----------------------|-----------------------|-----------------------|----------------|---|
| Income                | 3320                  | 2076                  | 160%           | 4230  |
| Operating income      | 711                   | 428                   | 166%           | 807   |
| Net profit            | 535                   | 346                   | 155%           | 637   |
| EUR/USD exchange rate | 1 EUR =<br>0,9748 USD | 1 EUR =<br>1,1579 USD |                |   |

The table shows information for the period from September 2021 to September 2022. The right column informs about the initial forecast of results for the full year of 2022. Thus, it will be possible to see, so far, comparing the second column (results on the 30th of September of this year), with the right column (initial forecast of results for the full year of 2022) the progress of Samba Digital, until the third quarter, in achieving this forecast.

At the end of the quarter, therefore, the company is close to achieving the annual objectives described in the Information Document submitted to Euronext Lisbon upon admission to trading on the stock exchange.



At constant exchange rates, Samba Digital, from September 2021 to September 2022, recorded growths of:

- turnover is + 135%.
- operating income is +140%.
- net profit at 30 June 2022 compared to 30 June 2021 is +130%.

The company was incorporated last August with a capital of €23 million from the contribution of 100% of the shares of Samba Digital Inc (USA). Once the goodwill related to this contribution is removed, the company's net equity amounts to €1315K compared to €1K when the US company was created in May 2018.

the company has no bank debt and, although self-financing its developments, expects to have a cash position in excess of €1m at 31 December 2022.

**According to Frédéric Fausser, CEO of Samba Digital,**

*"The third quarter results confirm our strategic choices and our vision of the company's development. We are currently working on the implementation of our new organisation for 2023. We confirm that our new "Talentisi" platform will be operational and online by early January. It will progressively replace the Sportstranlate and Sportinfluencers platforms and will be open to all omnisport organisations around the world. It will be the world's first online platform for the distribution of digital marketing services for the sports industry. Finally, building an international promotion solution for our clients' web 3 projects will also be a priority in 2023".*

Founded in 2018 in the United States, Samba Digital supports clubs and players in the sports and gaming industry in their internationalisation strategy, developing their digital audiences around the world. The company is present on four continents: America (USA and LATAM), Europe, Africa and Asia. Samba Digital works with the biggest clubs and players in English football (Liverpool, Tottenham, Manchester United, Chelsea...), French football (Ligue 1, PSG, OM, OL, AS Monaco...), Italian football (Serie A, Juventus, Napoli...), and German football (Bundesliga, Eintracht, Bayern Munich...). The company has experience in many other sports. Clients also include the Orlando Magic in the NBA, the Ryder Cup, Formula 1, Roland Garros, the US Open, World Rugby, FIBA, etc. Based in Portugal, Samba Digital also owns Sports Translate and Sport Influencers, two platforms for the sports industry, with over 300 translators and 5,000 influencers worldwide. Sports Translate provides translation and adaptation of content in 50 languages and dialects, and also offers subtitling and video dubbing services. Samba Digital SGPS, S.A. has been listed on the ACCESS compartment of Euronext Lisbon since 6 October 2022: code MLSMB - PTDGL0AM0003

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