

Disclosure of privileged information

Samba Digital SGPS, S.A. reports first quarter of a year with the highest revenue in 2026, up 27,8%

Lisbon (Portugal) – 6 th April 2026

Samba Digital SGPS, S.A. (ISIN PTDGLOAM0003, LEI 254900XUWUIT78WEG672, Symbol ALSMB), a global sports marketing company, reports revenue of **\$ 1,840,000.00 for the first quarter of 2026**, representing an increase of **+27,8%** compared to the \$ 1,440,000.00 registered in the first quarter of 2025.

This performance marks **the first quarter of a year with the highest revenue in the Group's history**, achieved in a challenging economic environment characterized by slower decision-making cycles among clients and prospects.

The Group's performance reflects the continued strengthening of its **international positioning**, particularly in North America, as well as the ongoing investment in **technology and data-driven solutions**, including the recent launch of **Fansights**, a social media performance analytics platform designed to enhance audience understanding and support strategic decision-making.

This performance also reflects the Group's business growth and key client engagements during the first quarter of 2026, with the development of several relevant projects that involved clients and projects such as **Chelsea FC, San Antonio Spurs, Cortina 2026 Winter Paralympic Games, LFP** social media channels during the **AFCON 2025** period

Given the ongoing macroeconomic uncertainties, the Group's management has decided not to provide financial guidance for the full year at this stage. However, based on current activity levels and although barring a significant deterioration in the global economic environment, Samba Digital SGPS, S.A. expects to deliver **a solid performance in 2026**.

(The present disclosure is provided without prejudice of the detailed disclosure of the 2025 results in due course, once closed, along with the relevant supporting documentation. Financial figures are reported in U.S. dollars, the Group's primary operating currency, due to ongoing fluctuations between the euro and the dollar.)

Statement

Frédéric Fausser, CEO of Samba Digital, commented: *"Despite an uncertain economic environment, we have delivered a strong start to the year with solid revenue growth. This performance reflects both the strength of our international positioning and the continued trust of our clients. The launch of Fansights is fully aligned with our innovation strategy and reinforces our ability to support sports organizations in analyzing and optimizing their digital performance"*.

About Samba Digital

Founded in 2018 in the United States, the Group Samba Digital supports sports organizations, leagues, federations and entertainment brands in expanding their global digital audiences. The Group operates across four continents (Americas, Europe, Africa and Asia) and delivers integrated services combining strategy, content, media, data and technology. Samba Digital also develops proprietary platforms dedicated to the sports industry, including **Sports Translate, Sport Influencers, Talentisi and Fansights**.

Samba Digital SGPS, S.A. is listed on **Euronext Lisbon Growth**:

ISIN CODE: PTDGLOAM0003

LEI CODE: 254900XUWUIT78WEG672

SYMBOL: ALSMB

ICB: 40301020 Media Agencies

Trading Location: Lisbon

Listing sponsor / Agent: Carmo & Cerqueira, Sociedade de Revisores Oficiais de Contas, Lda.

Company contact and market relations representative:

Frédéric Fausser, CEO of Samba Digital SGPS, S.A.

frederic.fausser@sambadigital.com

SD USA

Jan - Mar 2025

End Balance

CA après Cut-off

| Code | Account Name | Debit | Credit | Debit | Credit | |
|--------|----------------------------|------------------|---------------------|-------------|---------------------|---------------------|
| 707100 | SM Services | 10 932,82 | 1 464 080,72 | 0,00 | 1 453 147,90 | 865 801,00 |
| 707300 | Growth services | 500,00 | 90 640,29 | 0,00 | 90 140,29 | 90 140,29 |
| 707399 | Billable Expense Income | 0,00 | 5 987,01 | 0,00 | 5 987,01 | 5 987,01 |
| 707400 | Creative services | 1 240,20 | 542 531,14 | 0,00 | 541 290,94 | 440 365,44 |
| 707500 | Translation services | 0,00 | 3 754,87 | 0,00 | 3 754,87 | 3 754,87 |
| 707560 | Data and analytic services | 0,00 | 4 784,00 | 0,00 | 4 784,00 | 4 784,00 |
| | Total | 12 673,02 | 2 111 778,03 | 0,00 | 2 099 105,01 | 1 410 832,61 |
| | | | 2 099 105,01 | | | |
| | | | 90 140,29 | | | |

SD FRA

03/28/2025 670707 - Creative servicesPrésentation du trophée FEDERATION FRANCAI

0,00

600,00

-27 250,00

29 430,00

1,08

1 440 262,61

| SD USA | | Initial Balance | | Jan - Mar 2026 | | End Balance | |
|--------|---------------------------|---------------------|---------------------|----------------------|----------------------|---------------------|---------------------|
| Code | Account Name | Debit | Credit | Debit | Credit | Debit | Credit |
| | 41000-41999 Receivable | 474 880,22 | 0,00 | 1 153 910,41 | 983 985,15 | 644 805,48 | 0,00 |
| | (No Group) | 5 084 576,15 | 5 559 456,37 | 8 974 713,58 | 9 144 638,84 | 6 199 935,00 | 6 844 740,48 |
| 700000 | Social Media & Webservice | 0,00 | 0,00 | 241 354,61 | 823 646,39 | 0,00 | 582 291,78 |
| 701000 | Creative | 0,00 | 0,00 | 1 500,00 | 190 290,93 | 0,00 | 188 790,93 |
| 702000 | Growth | 0,00 | 0,00 | 1 056,78 | 155 607,38 | 0,00 | 154 550,60 |
| 768100 | Other income | 0,00 | 0,00 | 0,00 | 10,45 | 0,00 | 10,45 |
| | Total | 5 559 456,37 | 5 559 456,37 | 10 128 623,99 | 10 128 623,99 | 6 844 740,48 | 6 844 740,48 |

revenue Q1
devises revenue Q1
dollars US

925 643,76 925 643,76

| SD FRA | | Initial Balance | | Jan - Mar 2026 | | End Balance | |
|--------|---|-------------------|-------------------|---------------------|---------------------|---------------------|---------------------|
| Code | Account Name | Debit | Credit | Debit | Credit | Debit | Credit |
| | 70 Sales of manufactured products, services, go | 0,00 | 0,00 | 361 006,00 | 1 137 905,43 | 0,00 | 776 899,43 |
| | 76 Financial income | 0,00 | 0,00 | 0,00 | 120,48 | 0,00 | 120,48 |
| | Total | 559 041,71 | 559 041,71 | 6 319 969,30 | 6 319 969,30 | 1 858 655,98 | 1 858 655,98 |

777 019,91 910667,33 1,172

| SD BRA | | Initial Balance | | Jan - Mar 2026 | | End Balance | |
|------------|--------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|
| Code | Account Name | Debit | Credit | Debit | Credit | Debit | Credit |
| 3.1.1.1.02 | Vendas de Servicos | 0,00 | 0,00 | 0,00 | 16 845,60 | 0,00 | 16 845,60 |
| | Total | 157 225,21 | 157 225,21 | 319 549,83 | 319 549,83 | 178 623,98 | 178 623,98 |

Total Q1 \$ 1839550,63

🔑 **taux moyen consolidé mars 2026 :**

➡ **1 USD = 5,20 BRL**

Résultat final

🔑 **Taux moyen Q1 2026 : 1,172 USD pour 1 EUR**