Inside Information – Preliminary First Semester of 2026 Consolidated Revenue Disclosure

Disclosure of privileged information

Samba Digital SGPS, S.A. reported consolidated revenue of €3,301,811 for the first half of 2026, down 2% from consolidated revenue for the first half of 2025 (€3,370,973); however, when adjusted for the negative euro/dollar exchange rate effect, consolidated revenue for the first half of 2026 was up 5.6% compared to consolidated revenue for the first half of 2025.

Lisbon (Portugal) - 20th July 2026

Samba Digital SGPS, S.A. (ISIN PTDGL0AM0003, LEI 254900XUWU1T78WEG672, Symbol ALSMB), a global sports marketing company, reports a consolidated revenue of €3,301,811

($ 3,855,505) for the first semester of 2026 compared to the consolidated revenue of €3,370,973 ($ 3,650,765.00) registered in the first semester of 2025.

This publication contains only preliminary revenue information disclosed as inside information and does not constitute the Company's semiannual financial report. The Company's semiannual financial statements will be published separately in accordance with applicable legal and regulatory requirements.

This revenue increase was achieved in a challenging economic environment characterized by slower decision-making cycles among clients and prospects.

The Group's revenue increase 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 Fansight, 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 the strength of its client relationships throughout the first half of 2026. During the first half of 2026, Samba Digital entered into agreements with new clients — including the Cortina 2026 Winter Paralympic Games, the Brazilian national football team (CBF / Seleção), CF Montréal and the Houston Texans — and renewed existing partnerships with Paris Saint-Germain, Chelsea FC, World Rugby and the Kansas City Chiefs. These engagements contributed to a 97% client renewal rate for the 2026-27 season.

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.

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:

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