

Press Release – Half-Year Results at 30 June 2026

Return to profitability, stronger operations and continued development of FanSight

Lisbon (Portugal) - 30 October 2026, after market close

Samba Digital SGPS, S.A. (ISIN: PTDGL0AM0003; Euronext Growth Lisbon: ALSMB), an international sports marketing company, presents its consolidated results for the first half of 2026.

- Revenue of €3.304 million (–2.0% versus H1 2025), equivalent to US\$3.858 million after translation (+5.7% versus H1 2025)¹; growth of 15.2% in euros compared with H2 2025.
- EBITDA of €559 thousand, representing a margin of 16.9%, and positive net profit of €53 thousand.
- Strengthening of the organisation in the United States and France, continued development of FanSight, and consideration of bringing the operating businesses together under Samba Digital US.

Key consolidated figures

€ thousands, unless otherwise stated	H1 2026	H1 2025	H2 2025 ²
Revenue	3,304	3,371	2,867
Revenue in US\$ thousands ¹	3,858	3,651	n/a
EBITDA³	559	769	–331
EBITDA margin	16.9%	22.8%	–11.5%
Depreciation and amortisation	394	311	292
Operating profit / (loss)	165	458	–623
Profit / (loss) before tax	108	307	–681
Net profit / (loss)	53	239	–490

¹ EUR amounts translated using the exchange rates applied in the preliminary July press release: USD 1.167694 per EUR in H1 2026 and USD 1.083000 per EUR in H1 2025. Comparison in US dollars, without a constant currency adjustment. ² H2 figures calculated as the difference between the published full year and half year 2025 accounts. ³ EBITDA = operating profit before depreciation and amortisation. Figures are rounded.

Activity improves compared with the previous half year

Final revenue of €3.304 million confirms the preliminary figure of €3.302 million announced in July. Translation into US dollars using the same method shows growth of 5.7%, close to the 5.6% announced on the basis of the preliminary figures. The consolidated accounts are presented in euros; the change in revenue expressed in US dollars includes the exchange rate effect on the French business's contribution.

Compared with H2 2025, revenue increased by 15.2%, EBITDA improved from a loss of €331 thousand to a profit of €559 thousand, and the net result improved from a loss of €490 thousand to a profit of €53 thousand. The Group therefore returned to positive operating and net results, while remaining below H1 2025 levels.

Stronger operations weigh on profitability in the short term

EBITDA amounted to €559 thousand, down 27.3% year on year. Most of the increase in costs stemmed from the opening of the Atlanta office to strengthen US commercial and operational capabilities, and from the transition of several key team members in France from freelance to employee status. These changes aim

to strengthen the management of US operations and secure the Group's expertise over the long term. The transition to employee status also changes the allocation of costs between external services and personnel expenses.

The Group continues to invest in its technology tools, including FanSight. Depreciation and amortisation charges amounted to €394 thousand, compared with €311 thousand in H1 2025 (+26.8%). These charges weigh on operating profit, which remained positive at €165 thousand. Exchange differences recognised in profit or loss represented an expense of €48 thousand, compared with €141 thousand a year earlier. After a tax expense of €55 thousand, net profit amounted to €53 thousand.

FanSight: from market analysis to commercial opportunities

FanSight is the market intelligence infrastructure developed by Samba Digital for sport. In particular, it helps clubs, leagues and federations understand their audiences and international markets by combining digital data with economic and commercial criteria to inform their priorities. Samba's teams translate these analyses into tailored recommendations and action plans.

The Group is also exploring the use of these analyses to identify and qualify sponsorship partners, with trials aimed at identifying relevant companies and signals that justify making contact.

The connection of FanSight to artificial intelligence tools remains under development, although the MCP connectors for Claude and ChatGPT are already operational. AI will be progressively integrated into data analysis over the coming months to enhance recommendations and action plans.

Longstanding commercial relationships

As announced in July, the first half saw new contracts, notably with CF Montréal and the Houston Texans, as well as renewals of partnerships with Paris Saint-Germain, Chelsea FC, World Rugby and the Kansas City Chiefs. The renewal rate announced in July for the 2026-2027 season stood at 97%.

Potential consolidation of operating businesses under Samba Digital US

Following the cessation of the Brazilian subsidiary's activities in H1 2026, the Group is considering a contribution in kind or sale of Samba Digital France by the Portuguese parent company to Samba Digital US. The aim would be to bring the operating businesses together under the US subsidiary, with the Portuguese parent retaining its role as the listed holding company. The structure and terms remain under review.

At 30 June 2026, cash and cash equivalents amounted to €647 thousand and consolidated equity to €24.77 million. Priorities focus on completing the development of FanSight, including increasingly extensive integration with the leading AI engines.

About Samba Digital

The Group supports sports organisations in their international digital development, combining marketing expertise, data, technology and execution capabilities.

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

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