

FINAL RESULTS AS OF JUNE 30, 2025 (6 MONTHS)

Lisbon (Portugal) – October 24, 2025 – 6:00 p.m.: The half-year financial statements as of June 30, 2025, of Samba Digital SGPS (Portugal), listed on Euronext Lisbon Growth (ISIN PTDGL0AM0003, Ticker ALSMB), have for the first time since its listing undergone a limited review by its auditors. The review concluded with no remarks, confirming the provisional accounts published on August 21..

Audited figures (€k)	30/06/2025	30/06/2024	Change	Change at constant currency
Revenue	3,371	3,933	-14%	-5%
Operating income	769	828	-9%	+1%
Operating margin	22.5%	21%	+1.5 pts	
Net income	239	645	-65%	-61%
Net margin	6.8%	16.4%	-9.6 pts	

The company's activity in the second half of 2025 is expected to show growth, driven mainly by the development plan launched this summer in the United States. This plan has materialized through the strengthening of local commercial teams and the signing of two major new clients: the NFL and DAZN.

At the same time, the company's CEO, Frédéric Fausser, has obtained his U.S. investor visa (E-2), allowing him to settle permanently in the United States. In this context, the operational headquarters of the U.S. subsidiary has been relocated from Miami to Atlanta to support growth in the North American market.

In Europe, Samba Digital is also continuing its expansion with the signing of new high-profile contracts, notably with a Premier League club and one of France's leading sports federations, representing USD 200K and EUR 250K per year, respectively. Within the sports digital marketing sector, the company maintains a 30% success rate in requests for proposals (RFPs) — a particularly high level given the international competition.

Focus on the 2026 FIFA World Cup

In anticipation of the 2026 FIFA World Cup, Samba Digital is launching an exclusive offer dedicated to national football federations, sponsors, and partner brands. These offers include:

- Digital campaigns targeting soccer fans across North America;
- Global social media activations aimed at markets in the Americas, Europe, Africa, and Asia;

- Video production, influencer marketing, and localized activations in the United States, Mexico, and Canada.

This initiative is fully aligned with the group's international growth strategy, aiming to establish Samba Digital as a key global player in digital marketing around major sporting events.

ABOUT SAMBA DIGITAL

Founded in 2018 in the United States, Samba Digital supports clubs and key players in the sports and eGaming industries with their internationalization strategies, helping them grow and engage digital audiences around the world.

The company operates across four continents — the Americas (USA and LATAM), Europe, Africa, and Asia. Samba Digital works with leading football clubs and organizations from the English Premier League (Liverpool, Tottenham, Manchester United, Chelsea...), the French Ligue 1 (PSG, OM, OL, AS Monaco...), the Italian Serie A (Juventus, Napoli...), the German Bundesliga (Eintracht Frankfurt, Bayern Munich...), and, since 2022, the Portuguese Primeira Liga.

The company has also expanded its expertise across a wide range of other sports, including basketball (Orlando Magic in the NBA and FIBA), rugby (World Rugby), golf (Ryder Cup), Formula 1, and tennis (Roland-Garros, US Open, etc.).

Headquartered in Portugal, Samba Digital also owns **Sports Translate** and **Sport Influencers**, two platforms dedicated to the sports industry, bringing together more than 500 translators and 3,000 influencers worldwide. Sports Translate handles the translation and localization of content in 50 languages and dialects and provides video subtitling and dubbing services.

Samba Digital is the first sports marketing company in the world to offer this range of services under a flexible business model — with no bank debt and strong cash reserves allowing the company to self-finance its investments.

Samba Digital is listed on Euronext Lisbon under ISIN **PTDGL0AM0003** and ticker **MLSMB**.

Contacts :

Société
Samba Digital

Frédéric FAUSSER
frederic.fausser@sambadigital.com