

Disclosure of privileged information

FINANCIAL STATEMENTS PRESS RELEASE – FY 2025

SAMBA DIGITAL SGPS, S.A. (ISIN: PTDGL0AM0003, LEI 254900XUWU1T78WEG672, Euronext Growth Lisbon: ALSMB)

FY 2025 Consolidated Results (International Financial Reporting Standards (“IFRS”)): Strong Underlying Performance, Disciplined Cash Management and Continued Shareholder Support

Lisbon (Portugal), 30th April – 6:00 p.m. CET

Samba Digital SGPS, S.A. (“Samba Digital”), holding of the group Samba Digital (“Company” or the “Group”), a global player in digital sports marketing, announces the publication of its consolidated financial statements for the year ended December 31, 2025, prepared in accordance with IFRS as adopted by the European Union ⁽¹⁾.

Revenue amounted to €6.2 million, down 16,2% (–14% as of June 30, 2025) on a reported basis, mainly reflecting the combined effect of the continued appreciation of the euro during the second half of 2025 and the voluntary exit from high-risk e-gaming clients. At constant exchange rates, revenue declined slightly by 2%.

As part of strengthening its governance and risk management practices, the Group implemented stricter client selection criteria in 2025, notably excluding any collaboration with e-gaming companies operating from non-transparent jurisdictions or tax havens. These activities still represented approximately USD 1.868 million of revenue in 2024 (excluding the write-off of USD 833,000.00) and were almost entirely discontinued in 2025.

The Group continues to rely on the resilience of its core business, with Sports Media Management (SMM) revenue dedicated to sports organizations growing by +13.90% in USD.

1. Key Highlights

- Core business (SMM) revenue up +14% in USD, reflecting the Group’s strategic refocus.
- EBITDA margin maintained at 7% at constant exchange rates, in line with 2024 with register of 6.3%.

¹() This Disclosure of privileged information is in compliance with article 17(1) of the European Union Regulation (UE) no. 596/2014 (“MAR Regulation”), as well as with article 29-Q(3) of the Portuguese Securities Code.

- Depreciation and amortization increase: €603k (vs. €442k in 2024).
- Cash position increased to €718k (vs. €701k in 2024) despite self-funding \$509k investment in the Fansights platform.
- Continued shareholder support: shareholder advances increased from €126k to €258k, reflecting confidence in the strategy.
- Strong momentum in early 2026 with core SMM growth of +27,8% already reported for first quarter of 2026
- Solid financial structure with €24.7 million in equity and very limited net debt, down 60%

2. Key Performance Indicators

(in euros)

	2025	2024	Reported change	Change at constant FX ⁽¹⁾
Revenue (IFRS 15)	6,238,031,54	7,441,251.80	-16,16%	-2%
Revenue excl. e-gaming (USD) ⁽²⁾	7,048,000.00	6,186.000.00 ⁽³⁾	—	+13.90%
Revenue adjusted (USD)	7,078,000.00	7,222,000.00		-2%
EBITDA ⁽⁴⁾	438.563,86	469,529.28	-7%	—
EBITDA (USD)	496,000.00	508,000.00	-2%	—
EBITDA margin (constant FX)	7%	7%	—	(stable)
Operating result	(164,405.17)	27,650.71	n.m.	—
Net income – Group share	(250,828.43)	(95,974.62)	n.m.	—
Cash	717,900.11	701,329.48	+2%	—
Earnings per share (€)	(0.03)	(0.01)	—	—

⁽¹⁾ Restated using FY 2024 average exchange rate (1.0813)

⁽²⁾ Excluding e-gaming as a result of stricter criteria for customer selection and credit risk assessment.

⁽³⁾ The 2024 revenue does not consider a specific e-gaming customer, since the amount due was determined uncollectible, and therefore written off of the initial amount of USD 833,000.00.

⁽⁴⁾ EBITDA = operating profit before depreciation and amortization.

3. Cash Generation and Financing

3.1 Cash increase despite investments

(€)	2025	2024	Change
Cash	717,900.11	701,329.48	+16.6

3.2 Self-funded Fansights platform development 2025 (IAS 38)

Investment	USD	€ approx.
Fansights	\$508,900	€ 450,392

3.3 Shareholder support

(€)	2025	2024	Change
Shareholder advances	257,761.04	126,107.72	+131.65

3.4 Operating cash generation

(€)	Amount
Change in cash	+16,571
+ Investment	+450,392.04
– Shareholder financing	–131,660
Adjusted cash generation in 2025	~335,303.04
Operating cash generation in 2025	194,705.40

4. Financial Position

(in euros)

	Dec. 31, 2025	Dec. 31, 2024
Total assets	26,883,387.76	27,571,171.15
Goodwill	22,647,513.61	22,647,513.61
Equity	24,654,181.68	25,197,257.00
Cash	717,900.11	701,329.48
Net financial debt	182,267.00	454,211.00

In accordance with IAS 36, goodwill was tested for impairment as of December 31, 2025. No impairment loss was recognized.

5. Events after the reporting period (IAS 10)

As of the date of approval of the consolidated financial statements, no significant post-balance sheet events have been identified.

6. Outlook

In a context of economic and geopolitical uncertainty, the Group does not provide quantified guidance for 2026, despite revenue growth of +27.8% recorded in the first quarter of 2026 compared to the first quarter of 2025.

7. Additional Information

The consolidated financial statements were approved by the Board of Directors on April 27th, 2026 and have been audited by the statutory auditors.

The annual financial report and the managing report will be available on CMVM platform (<https://www.cmvm.pt/PInstitucional/Content?Input=BD77C8DEEB2702712300D99098915461C2A4F65FE4368A561E6AB83D1E580C4D>), on Samba Digital's website (www.sambadigital.com) and on the Euronext website (<https://live.euronext.com/pt/product/equities/PTDGL0AM0003-ALXL/financial-calendar>).

About Samba Digital

Founded in 2018, in the United States, with Samba Digital Inc, the Group supports sports and entertainment organizations in their international digital development.

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, incorporated on 22nd July 2022, has been listed on Euronext Access Lisbon between 6th October 2022 and 9th January 2025 and on Euronext Growth since 10th January 2025.

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

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ICB: 40301020 Media Agencies

Trading Location: Lisbon

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

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