

LBG
MEDIA
PLC



INTERIM RESULTS

HALF YEAR ENDED
JUNE 30TH 2023



20TH SEPTEMBER 2023

THE TEAM

**SOLLY
SOLOMOU**
Founder & CEO



**RICHARD
JARVIS**
CFO



HY 2023 SUMMARY

£27.2m
REVENUE
+10% YoY

£3.0m
**ADJUSTED
EBITDA**
+84% YoY

£32.7m
CASH
+15% YoY

67.1bn
**CONTENT
VIEWS¹**
+87% YoY

410m
**GLOBAL
AUDIENCE²**
+33% YoY

29%
**BRIEF
CONVERSION**
HY 2022: 18%

1: Content views is total views across all social platforms and websites

2: Global audience includes social followers and average monthly website users for the six months to June

WE CREATE A POSITIVE CYCLE OF **AUDIENCE GROWTH, INSIGHTS AND TARGETED CONTENT**



ADVERTISING POSITIVE MARKET TRENDS

+7.6% YoY

DIGITAL AD SPEND¹

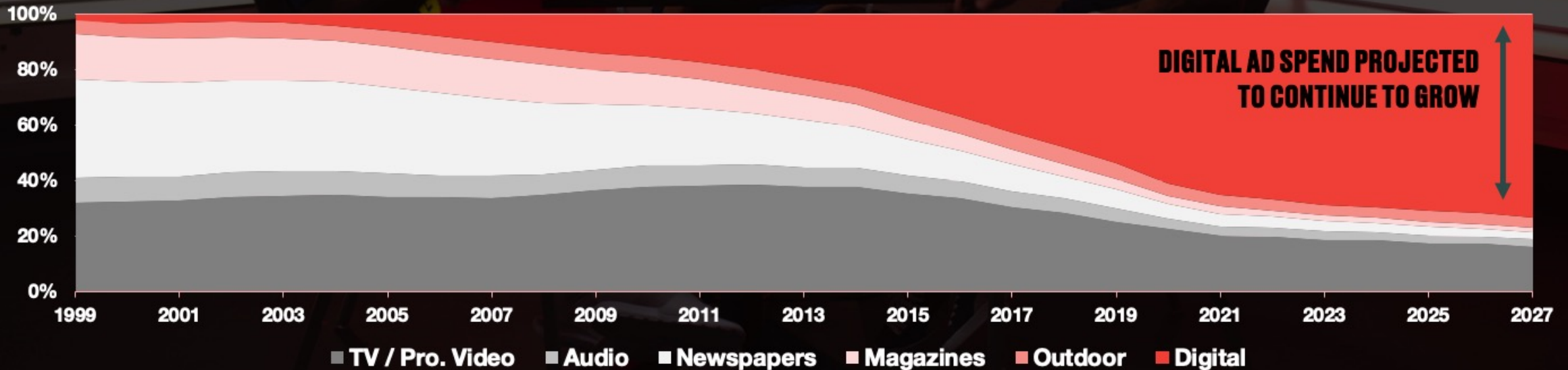
68.4%

DIGITAL SHARE OF GLOBAL AD REVENUE¹

\$546bn

DIGITAL AD SPEND IN 2022¹

AD REVENUE % SPLIT BY MEDIUM



PROGRESS AGAINST OUR THREE GROWTH PILLARS

01 GEOGRAPHIES

Global audience growth of 33% YoY, to 410m, with a **multi-platform global audience**¹

Significantly strengthened pipeline in the US

Continued to build our reputation, working with **globally recognised brands**:



02 M&A

Key area of focus for the business **with number of opportunities identified**

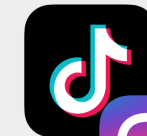
Strategy of **selective bolt-on acquisitions** to access new markets



Bolt-on acquisition completed in March
Now at 19m followers

All bolt on acquisitions to-date will have **payback within 12 months**

03 CAPABILITIES



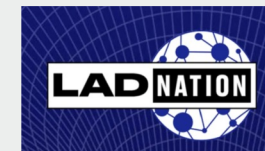
No.1 media publisher on TikTok **+66% followers**



Instagram **+18% followers**

Capitalising on **shift to short-form** video content

Website enhancements; **additional commercialisation opportunities**



Average engagement rate on research activities **now at 22%**

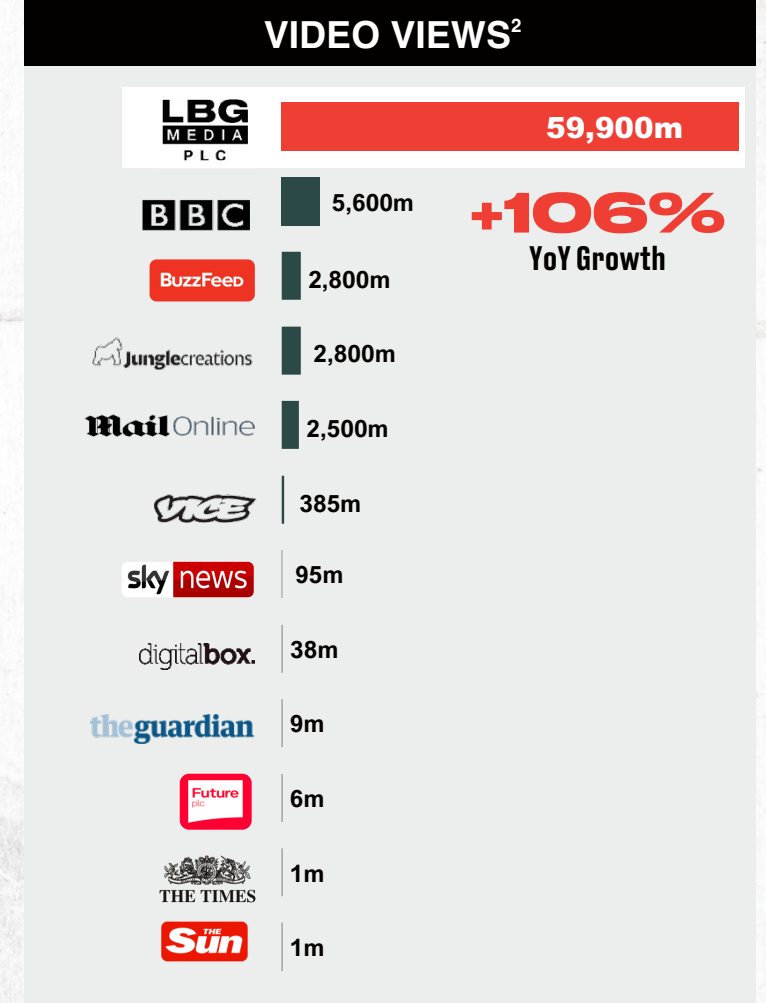
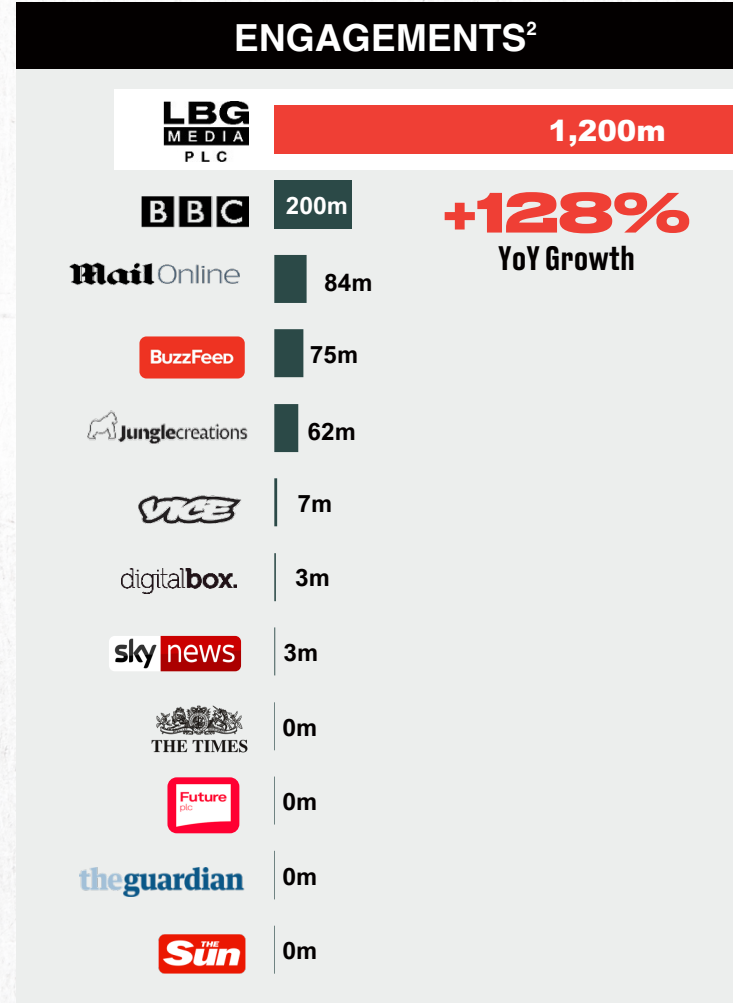
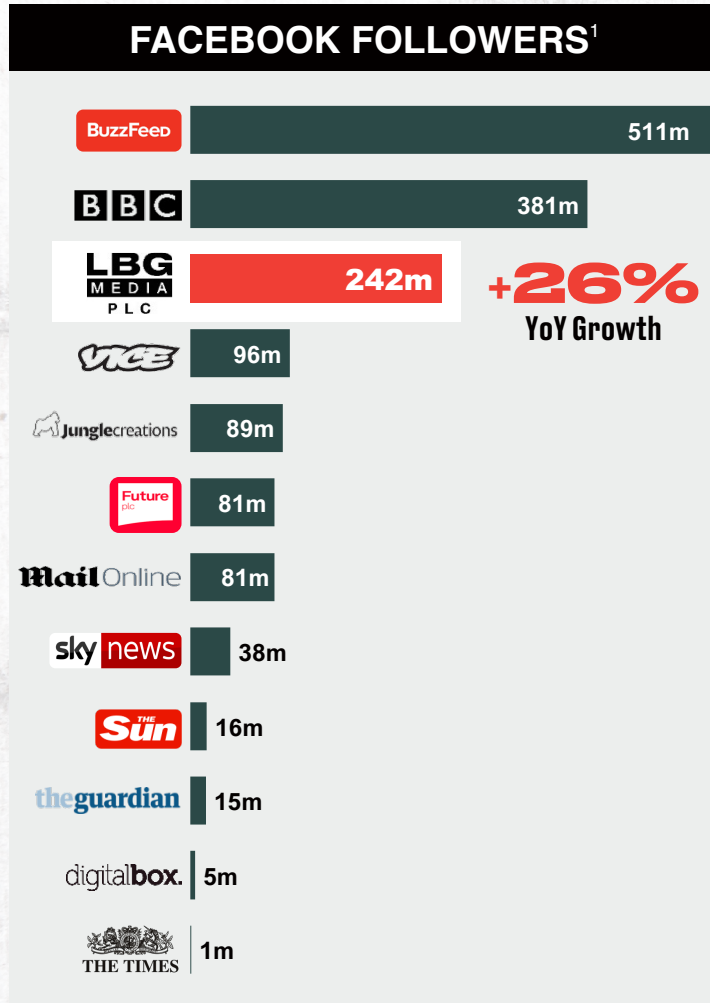
US OPPORTUNITY MOMENTUM

- ❖ **THE US IS THE WORLDS LARGEST ADVERTISING MARKET**
- ❖ **OVER THE LAST 12M WE HAVE BEEN BUILDING OUT OUR US OPERATIONS**
- ❖ **ACHIEVED A NUMBER OF NEW NAME SALES, SUCH AS PEACOCK AND HULU**
- ❖ **GOOD MOMENTUM WITH CLIENTS AND A STRONG PIPELINE OF OPPORTUNITIES**



peacock  hulu

UNRIVALLED ENGAGEMENT VS COMPETITORS



¹ Source: CrowdTangle. Note data is for Facebook only. Data as of 30th June 2023

² Source: Tubular. Data refers to period 1 Jan – 30 June 2023 and is for Facebook only. NB - This data is not comparable year on year

CONTINUING TO TAKE OUR SOCIAL RESPONSIBILITY SERIOUSLY

MAAATE / HAVE A WORD CAMPAIGN



We created **original content** and amplified it across our platforms to **reach engaged youth audience**

Used **LADnation** to conduct **research** into audience's views and experiences of sexual harassment

OFFICIAL MEDIA PARTNER FOR MAYOR OF LONDON

82%
WOMEN RECEIVED
CASUAL SEXISM

35%
MEN HAVE CALLED OUT
MATES FOR IT

85%
WOMEN VICTIM OF
SEXUAL HARRASSMENT

+11%
YOUNG MEN MORE LIKELY TO
TAKE ACTION AS A RESULT

**SPEAK OUT,
LEARN, LISTEN,
UNDERSTAND**

**AS A COMMUNITY,
WE CAN DO MORE TO
STOP SEXIST
BEHAVIOUR BEFORE
IT GETS OUT OF
CONTROL.**



**RICHARD
JARVIS**
CFO

MONETISATION: ROUTES TO MARKET

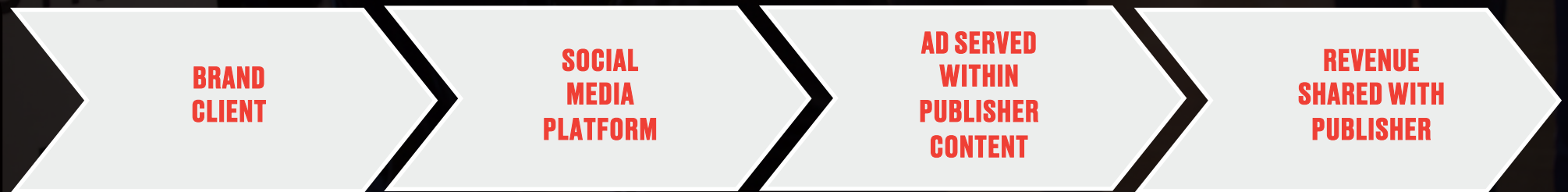
DIRECT

42%
OF GROUP
REVENUE



INDIRECT

56%
OF GROUP
REVENUE



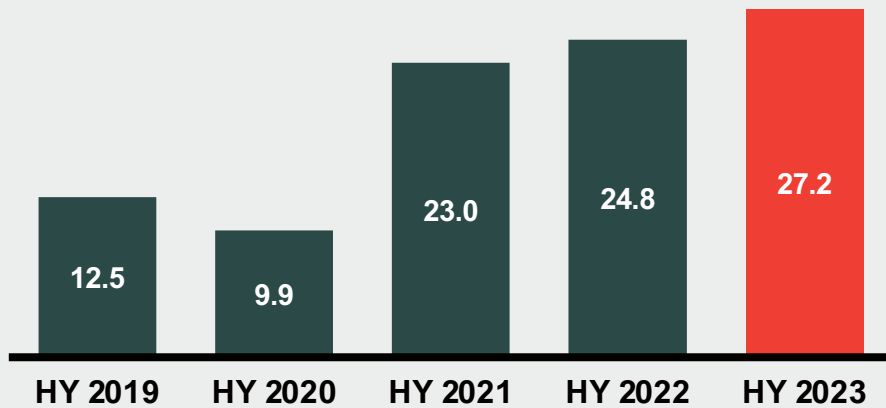
45%
↑
PLATFORM AD
REVENUE SHARE

55%
↑

CONTINUED REVENUE GROWTH

TOTAL REVENUE

£m

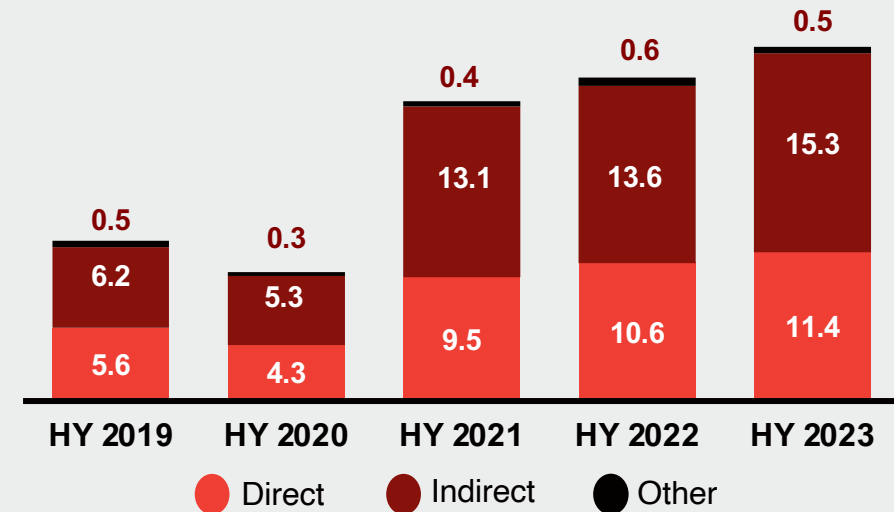


10%
YoY GROWTH
vs HY 2022

22%
CAGR
Since HY 2019

DIVERSIFIED REVENUE STREAMS

£m

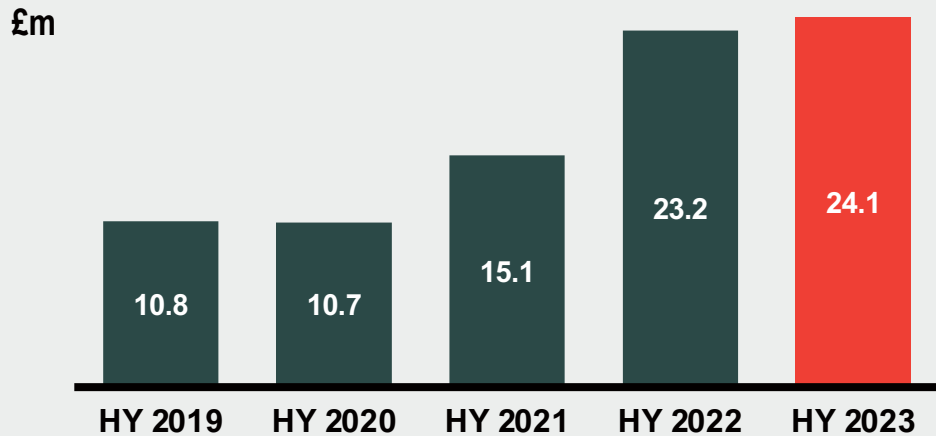


Direct +9%
Order book and brief
conversion both up
significantly vs HY 2022

Indirect +13%
Continued momentum
of shift to short-form
video

COSTS

MANAGEMENT OF COSTS¹

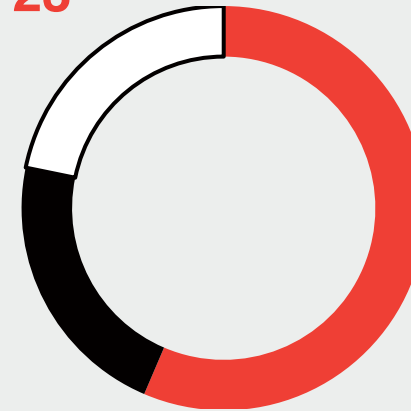


HY 2023 COSTS

- **Payroll:** £13.6m, +£0.3m YoY (+2%) – strong cost management following restructuring
- **COS:** £5.3m, +£0.9m YoY (+20%) – revenue growth & content acquisition
- **Overheads:** £4.9m, -£0.2m YoY (-4%) – well controlled following post-Covid spike in 2022

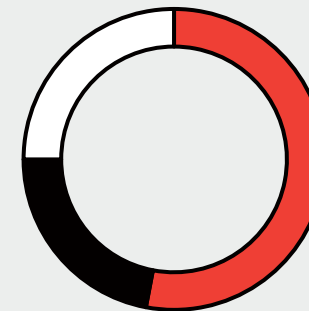
COST SPLIT

HY23



- 57% Payroll
- 22% Content & production
- 21% Overheads

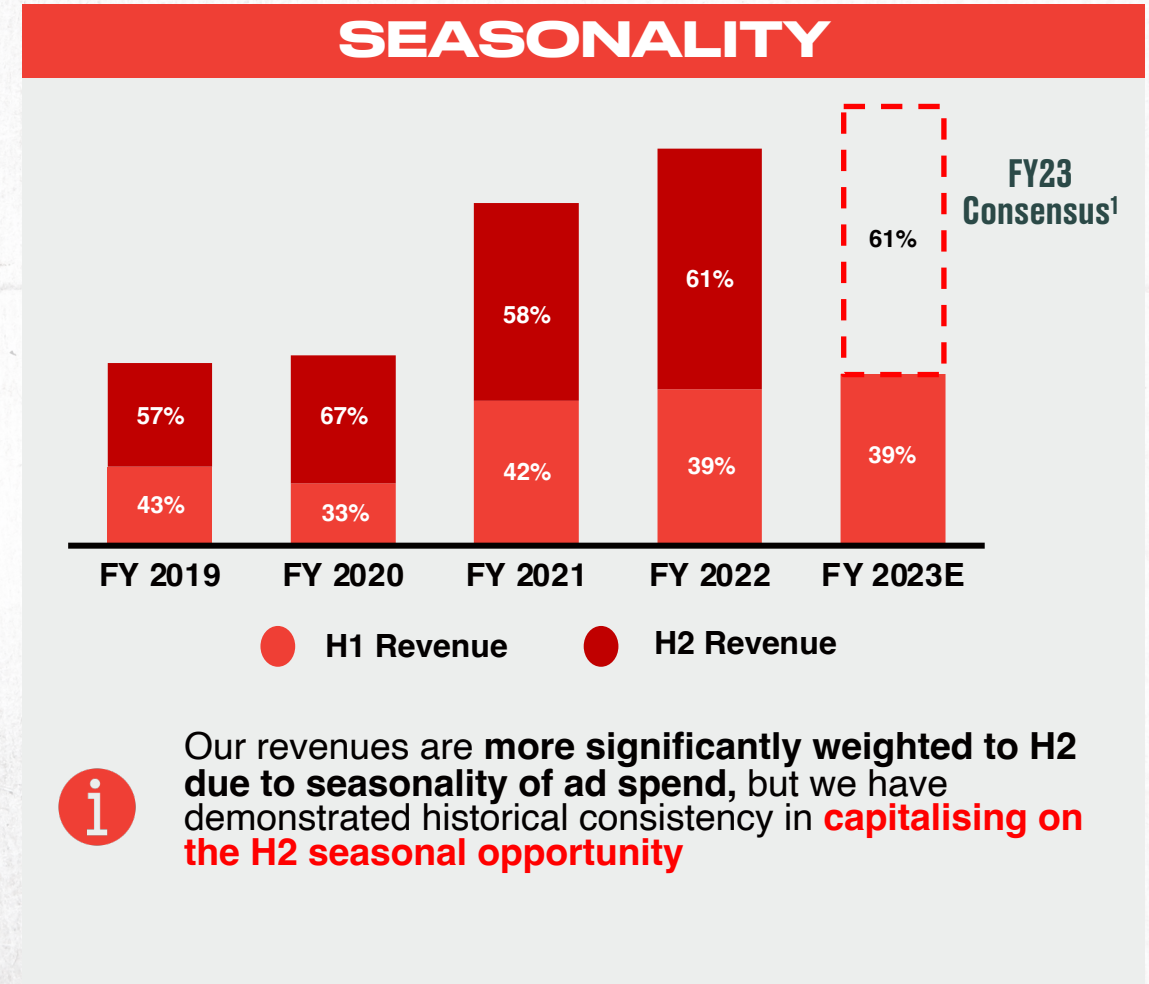
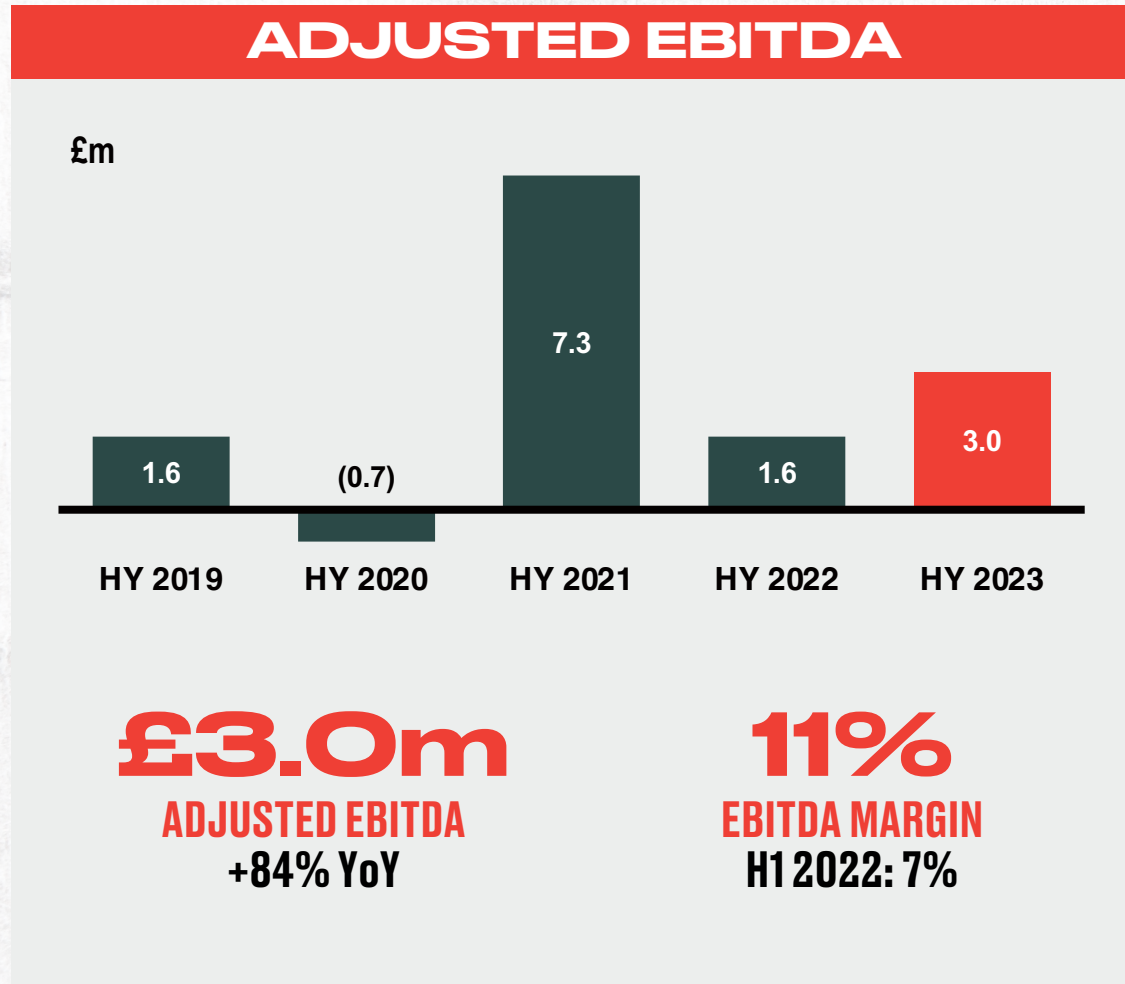
HY22



- 57% Payroll
- 19% Content & production
- 24% Overheads

¹ Net operating expenses before depreciation, amortisation, loss on disposal of assets, share based payments and exceptional costs/income

ADJUSTED EBITDA AND REVENUE SEASONALITY



1. FY 2023 revenue split represents reported revenue for H123 of £27.2m and market consensus estimate for H2.

GUIDANCE



- ❖ **POSITIVE MOMENTUM ACROSS KEY METRICS; TOTAL AUDIENCE; CONTENT VIEWS AND BRIEF CONVERSION**
- ❖ **EXPECT TRADITIONAL SEASONALITY TO IMPACT WEIGHTING OF REVENUE & ADJUSTED EBITDA IN H2**
- ❖ **OUTLOOK FOR THE FULL YEAR REMAINS IN LINE WITH MARKET EXPECTATIONS¹**



**SOLLY
SOLOMOU**
CEO

STRATEGY FOR H2 AND BEYOND

01 GEOGRAPHIES

Focused on **delivering strong growth in UK market, as well as overseas**, both organically and via acquisitions:



International now **represents 17% of Group revenue**



Expanding our US audience – **the world's largest digital advertising market**



UK continues to be a **core priority**

02 M&A



Clear pipeline with opportunities to help the Group **scale up...**



...across well-targeted **geographies,**



...strategic **capabilities,**



...and our diversifying **audience**

03 CAPABILITIES

Continuing to **build out our capabilities and audiences** for our world class brands:



Building out **new capabilities**



Capitalising on **platform monetisation opportunities**



Using **data, insights, AI and emerging technologies** to enhance our proposition



Further **diversifying our audiences** around the world

SUMMARY

- ❖ **H1 2023 REVENUE +10% TO £27.2M AND ADJUSTED EBITDA +84% TO £3.0M**
- ❖ **INCREASED GLOBAL AUDIENCE BY FURTHER 33%, TO 410M**
- ❖ **67.1BN CONTENT VIEWS, UP 87% ON H1 2022**
- ❖ **ORDER BOOK INCREASED YOY; GOOD MOMENTUM**
- ❖ **SUPPORT FOR SOCIALLY RESPONSIBLE CAMPAIGNS SUCH AS TURKEY / SYRIA EARTHQUAKE APPEAL, 'IF U CARE, SHARE' AND 'HAVE A WORD'**
- ❖ **POSITIVE MOMENTUM ALONGSIDE HIGHLY DIFFERENTIATED OFFERING AND STRATEGIC PROGRAMME WILL CONTINUE TO FUEL GROWTH**
- ❖ **ON TARGET TO MEET EXTERNAL MARKET EXPECTATIONS FOR FY23**

Q&A

APPENDICES

PROFIT & LOSS

HISTORICAL FINANCIAL PERFORMANCE

	H1 June 2022 £'000	Y/e Dec 2022 £'000	H1 June 2023 £'000
Revenue	24,763	62,809	27,247
Net operating expenses	(26,577)	(55,792)	(28,499)
Expected credit loss reversal	-	467	-
Operating Profit/(loss)	(1,814)	7,466	(1,252)
<i>Analysed as</i>			
Adjusted EBITDA	1,637	15,683	3,013
Depreciation	(677)	(1,633)	(911)
Amortisation	(366)	(804)	(507)
Share based payment charge	(2,408)	(3,552)	(2,178)
Adjusting items	0	(2,228)	(669)
Operating profits	(1,814)	7,466	(1,252)
Finance Income	5	18	0
Finance Costs	(62)	(161)	(3)
Net Finance Costs	(57)	(143)	(3)
Share of post-tax profits of equity accounted joint venture	(46)	-	84
Profit before taxation	(1,917)	7,323	(1,171)

BALANCE SHEET

HISTORICAL FINANCIAL PERFORMANCE

Performance (audited)	June 2022 £'000	Dec 2022 £'000	June 2023 £'000 (interim, unaudited)
Goodwill & other intangibles	15,374	15,436	15,707
Property, plant & equipment	4,038	3,670	3,203
Investment in JV	314	359	443
Deferred tax asset	-	260	651
Other	574	592	124
NON CURRENT ASSETS	20,300	20,057	20,128
Trade and current assets	14,733	20,370	19,500
Current tax asset	434	378	-
Cash & cash equivalents	28,554	29,268	32,708
CURRENT ASSETS	43,721	50,016	52,208
TOTAL ASSETS	64,021	70,333	72,336
Lease liabilities	2,474	1,960	1,428
Deferred tax liability	618	394	445
Provisions	214	540	502
NON CURRENT LIABILITIES	3,306	2,894	2,375
Lease liabilities	1,364	1,282	1,334
Trade & other payables	6,835	4,295	6,077
Current tax liabilities	-	636	946
CURRENT LIABILITIES	8,199	6,213	8,357
TOTAL LIABILITIES	11,505	9,107	10,732
TOTAL EQUITY AND LIABILITIES	64,021	70,333	72,336

CASHFLOW

HISTORICAL FINANCIAL PERFORMANCE

Financial statements (unaudited)

	H1 Jun 2022 £'000	Y/e Dec 2022 £'000	H1 June 2023 £'000
Cash flows from operating activities			
Cash (used)/generated from operations	(2,900)	1,295	5,486
Tax (paid)/received	(803)	(2,693)	(192)
Net cash (used)/generated from operating activities	(3,703)	(1,398)	5,294
Cash flows from investing activities			
Purchase of intangible assets	(1,147)	(1,675)	(798)
Purchase of property, plant and equipment	(315)	(544)	(191)
Net cash (used)/generated in investing activities	(1,462)	(2,219)	(989)
Cash flows from financing activities			
Lease payments	(584)	(1,227)	(750)
Lease deposits paid		(105)	-
Interest paid	(60)	(121)	(50)
Net cash (used)/generated in financing activities	(644)	(1,453)	(800)
Net (decrease)/increase in cash and cash equivalents	(5,809)	(5,070)	3,505
Cash and cash equivalents at the beginning of the period	34,338	34,338	29,268
Effect of exchange rate changes on cash and cash equivalents	25	-	(65)
Cash and cash equivalents at the end of the period	28,554	29,268	32,708



THANK YOU

Contact us:
Email: investors@ladbiblegroup.com