

Acceleration of Growth in 2023

Revenue: €5.6M (+44%)

Lisbon (Portugal) – January 16, 2024 – 1800 CET: Samba Digital (ISIN PTDGL0AM0003, Mnémonique MLSMB), a global player in the world of sports marketing, announces an acceleration of its growth in 2023

Figures in €1000	31/12/2023	31/12/2022	Growth	Change at constant exchange rates
Revenue	5.568	3.861	44%	+48%

Samba Digital achieved a turnover of €5.57M in 2023, a sharp increase of 44% compared to the same period for the previous year. At constant exchange rates, organic growth stood at 48%.

Strong momentum in all regions:

In 2023, Samba Digital accelerated its development in all regions of the world thanks to a global approach that perfectly meets today's challenges in digital sports marketing. The distribution by geographical area is approximately the same as in 2022 with a slight increase in French-speaking Europe.

The distribution by geographical area is as follows:

Figures in €1000	Francophone Europe	UK and rest of world	United States
CA 2023	35%	47%	18%
CA 2022	33%	47%	20%

Outlook: Confirmation of the Operational Margin Target for 2023 and a targeted turnover of €10M for 2024

Despite a turnover slightly below its initial forecast linked to a one-off delay in projects for the following financial year, Samba Digital reiterates its confidence in achieving an operating result for 2023 of around €1.4M, an operating margin of 24%.

For 2024, Samba Digital will continue its commercial efforts at a sustained pace with particularly dynamic news in the field of sports (the Olympic and Paralympic Games in France in the summer of 2024, etc.). At the same time, the company will continue its development in new regions, particularly in the Middle East.

PRESS RELEASE

Thanks to an economic model favouring recurring subscription-type revenues and a high renewal rate for its customer contracts, Samba Digital is starting the year with a high level of backlog. The company is therefore targeting a 2024 turnover of €10M, showing organic growth of almost 70% for the upcoming financial year.

As previously announced, Samba Digital also confirms its intention to request a transfer to Euronext Growth® Lisbon for the first half of 2024 followed by a dual listing of its shares in Paris.

¹based on an even €/€ exchange

Next publication: Preliminary consolidated annual results for 2023 after market close on February 28

ABOUT SAMBA DIGITAL

Founded in 2018 in the United States, Samba Digital supports clubs and players in the sports and eGaming industry in their internationalization strategy, by developing their digital audiences around the world.

The company is active on four continents: America (USA and LATAM), Europe, Africa and Asia. Samba Digital works with the biggest clubs and players in English football (Liverpool, Tottenham, Manchester United, Chelsea...), French football (Ligue 1, PSG, OM, OL, AS Monaco...), Italian football (Serie A, Juventus, Napoli...), German football (Bundesliga, Eintracht Frankfurt, Bayern Munich...) and, since 2022, with the Portuguese Primeira Liga.

The company is also developing its expertise in many other sports, such as basketball (Orlando Magic in the NBA and FIBA), rugby (World Rugby), golf (Ryder Cup), Formula 1, tennis (Roland-Garros, the US Open, etc.), etc.

Based in Portugal, Samba Digital also owns Sports Translate and Sport Influencers, two platforms aimed at the sports industry, with over 300 translators and 5,000 influencers available worldwide. Sports Translate provides content translation and adaptation in 50 languages and dialects and offers video subtitling and dubbing services.

Samba Digital is the first sports marketing company in the world to offer these different services with an economic model based on flexibility, without any bank debt and a comfortable cash flow allowing it to self-finance its investments.

Samba Digital is listed on Euronext Lisbon PTDGL0AM0003 MLSMB

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Financial Communication



COMMUNICATION POUR VALEURS DE CROISSANCE

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