

ASX ANNOUNCEMENT 31 AUGUST, 2023

## A STRONG RETURN TO PROFITABILITY FOR THE MARKET HERALD

The Market Herald (ASX: TMH) today celebrated a return to profitability as it announced strong financial results for year ending 30 June 2023.

TMH has successfully delivered an increase in total EBITDA from continuing operations by \$13.9M to \$12.0M (from -\$1.9M in 2022).

Profit before Tax grows by \$8.9M to \$ 6.0M in 2023 (from -\$ 2.9M in 2022).

With total revenues increasing by 217% to \$81.6 million from \$25.7 million the previous financial year, TMH Group CEO Tommy Logtenberg praised the performance of the new management team and the support of the Board for its commitment in returning to profitability so quickly.

“There were undoubtedly challenges throughout the year, but what this result shows is the transition to our new management team and our new strategy supported by the Board is delivering for shareholders.

“First, we had to discontinue some activities which were loss-making and lacking a growth plan. Second, we had to maximise efficiencies in shared functions utilised by our various businesses inside the group. These core tasks were completed earlier in the year, where we then focused squarely on driving profitability.

“While the importance of Gumtree is evident in this strong profitability turnaround for the Company, we have multiple strategic growth opportunities which we continue to invest in.” Mr. Logtenberg said.

Over 6.5 million Australians connect every month using the three Gumtree Group platforms which also includes Carsguide and Autotrader.

“Every Australian knows Gumtree. It’s our job to maximise that potential every month by providing more features for our buyers and sellers.

“The hard work put in by the new management team over the past year provides a strong foundation for what’s to come across both the Gumtree Group but also for our businesses in the Capital Markets segment in HotCopper and Stockhouse.

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“Shareholders will see strong upside in our strategy beyond this financial year result, which was impacted by one-off costs including the Gumtree acquisition, legal fees related to Takeovers Panel proceedings and restructuring and reorganisation costs.

Overall, the decisions made this year puts us in a strong position to invest in elevating user experiences across all sites, which translates in sustained value for our shareholders.” Mr. Logtenberg concluded.

Yours faithfully

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Chief Executive Officer

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This announcement has been authorised for release by the Board of Directors.

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