ASX Release

VINYL GROUP EXPANDS GLOBAL ADVERTISING BUSINESS WITH NEW COMMERCIAL AGREEMENT WITH SONGTRADR

HIGHLIGHTS:

- Vinyl Group to represent Songtradr's digital advertising assets across its portfolio of brands.
- The agreement significantly expands Vinyl Group's US advertising business, increasing its scale by up to 20x.
- The new advertising opportunities will be integrated into the *Vampr Ad Network*, bolstering Vinyl Group's reach in the global music and media industries.

Melbourne, Australia, October 22, 2024: Vinyl Group Ltd (ASX: VNL), Australia's only ASX-listed music Company, today announces a new commercial agreement with Songtradr, Inc. Under this agreement, Vinyl Group will represent the digital advertising inventory of Songtradr and its brands on a global scale, significantly expanding Vinyl Group's presence in the advertising space.

This agreement allows Vinyl Group to manage and sell advertising across Songtradr's portfolio of digital properties, while also enabling the bundling of its own services. The integration of Songtradr's existing inventory into the *Vampr Ad Network* will significantly expand Vampr's US-based advertising business, increasing its scale by up to 20x. Songtradr's digital platforms attract more than 20 million unique viewers each month, offering substantial reach for advertisers. The deal sees Vinyl Group retain 50% of the net proceeds for any business procured under the agreement.

Songtradr is the largest B2B music licensing platform in the world, providing the music industry a comprehensive tech-enabled solution for rights management and product monetisation, while offering B2B music users—such as global digital platforms and gaming, brands and advertisers—access to the world's music.

Josh Simons, CEO of Vinyl Group, said: "We are thrilled to be deepening our commercial relationship with Songtradr, accelerating our growth in digital advertising. This agreement broadens our capabilities and establishes the Vampr Ad Network's position as a key player in the global music advertising ecosystem."

Paul Wiltshire, CEO of Songtradr, added: "Songtradr sees a distinct opportunity for our digital properties to benefit from Vinyl Group's existing and growing advertising network. We are confident this collaboration will drive significant value for our brands and audiences."

Authorisation and Additional Information:
This announcement was authorised by the Board of Vinyl Group Ltd

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ABOUT VINYL GROUP

Vinyl Group is the heartbeat of an equitable music world, providing tech solutions that connect music creators, fans and brands. The Company's diverse portfolio has touchpoints across all corners of the global music ecosystem, empowering everyone from creators to consumers. Vinyl.com offers a world-class ecommerce experience including over 50K titles for fans to support their favourite artists. Vampr is a leading dedicated social-professional networking platform and talent marketplace, allowing 1.4M creators to discover collaborators and monetise their work in over 180 countries. Jaxsta is the world's largest and only database of official music credits with over 380M verified credits to streamline revenue opportunities for businesses in the music industry. Serenade is a Web3 pioneer of physical and digital collectibles that has served over 200+ global artists. Vinyl Group's media arm includes Mediaweek, the leading media trade publication in Australia, having built its readership and industry respect over its 33 year history, and The Brag Media, Australia's largest creator of premium youth content and events and publishes iconic titles including Rolling Stone AU/NZ, Variety Australia, TheBrag.com, The Music Network, Tone Deaf, and more.

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