



Preliminary Q2 Figures & Forecast Adjustment

Fable Media Group AB (the “Company”) expects Q2 2025 group revenue of approximately SEK 16.6 to 17.2 million and EBITDA of SEK 11.1 to 11.7 million. The group also updates its full-year forecast for 2025. The group now anticipates full-year revenue in the range of SEK 76 to 86 million, with an EBITDA of SEK 50 to 60 million.

This represents a revision from the previous forecast, which projected revenue of SEK 85 to 95 million and an EBITDA of SEK 60 to 70 million.

The adjusted forecast is primarily attributed to a bigger than expected impact from the regulatory changes in the Brazilian market. The group, however, continues to see strong growth in other markets. In combination with other improvements, the group therefore expects the remainder of the year to perform at similar levels to those in the previous forecast.

The forecast adjustment does not affect the Company's intention to start distributing dividends this year.

July 21, 2025
Fable Media Group AB

This disclosure contains information that Fable Media Group is obliged to make public pursuant to the EU Market Abuse Regulation (EU nr 596/2014). The information was submitted for publication, through the agency of the contact person, on 21-07-2025 16:40 CET.

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Fable Media Group AB invests in lead generation businesses. The company is listed on Spotlight Stock Market in Stockholm.