



## ASX Release

### VINYL GROUP FINALISES EQUITY CONVERSION AGREEMENT WITH SONGTRADR

**Melbourne, Australia**, September 29, 2025: Vinyl Group Ltd (ASX: VNL), Australia's only ASX-listed music Company, is pleased to announce that it has executed a binding Share Subscription Agreement with Songtradr, Inc. ("**Songtradr**") to implement the equity conversion as announced on 30 June 2025.

This agreement gives effect to the proposed conversion of the remaining balance of the Neighbouring Rights Advance liability into equity, and the acquisition of the Vinyl.com domain name.

#### Key Commercial Terms

- **Subscription Shares:** Ordinary shares in Vinyl Group to be issued to Songtradr at prevailing market price, calculated as the volume weighted average price of VNL's share price for the 14 trading days immediately prior to the date of the signing of the agreement ("**14 day VWAP**"). The 14 day VWAP at such time was \$0.099 per share.
- **Subscription Price:** A\$1,976,014, reflecting the aggregate of:
  - Buyout Option price under the Trademark and Domain Name License Agreement (A\$1,605,833), and
  - The unrecouped balance of the Neighbouring Rights advance (A\$370,182)
- **Settlement mechanism:** No cash consideration payable. The issuance of shares fully satisfies Vinyl Group's obligations to Songtradr in respect of the Buyout Option and the Neighbouring Rights Advance.
- **Conditions precedent:** Songtradr's share subscription will be conditional on the following:
  - Shareholder approval under ASX Listing Rule 10.1 at the upcoming FY25 AGM.
  - Termination of prior agreements, including the Neighbouring Rights Representations Agreement and the Trademark and Domain Name License and Option Agreement.
- **Completion:** Within one business day of satisfaction of all conditions.

#### Strategic Rationale

The transaction:

- Strengthens Vinyl Group's balance sheet by extinguishing historical liabilities.
- Secures full ownership of the **Vinyl.com** domain name, a strategically important e-commerce asset.

This agreement formalises the arrangements announced in June 2025 and positions the Company for sustainable growth as it executes on its FY26 profitability strategy.



Vinyl Group CEO and Executive Director, Josh Simons, says: “This transaction delivers on the commitment we made to simplify our capital structure, strengthen the balance sheet, and consolidate ownership of strategic assets like Vinyl.com. By converting historical liabilities into equity, we are eliminating legacy obligations and positioning the Company for long-term profitability. We believe this is a prudent step that enhances shareholder value.”

Songtradr Founder and CEO, Paul Wiltshire, adds: “Our decision to convert historical obligations into equity reflects our confidence in Vinyl Group’s strategy and management team. Consolidating the ownership of Vinyl.com under the Company creates a stronger foundation for growth. We believe Vinyl Group is well placed to capitalise on the opportunities ahead and to deliver sustained value to its investors.”

**Authorisation and Additional Information:**

This announcement was authorised by the Board of Vinyl Group Ltd

Vinyl Group Investor Relations:

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**-Ends-**

**ABOUT VINYL GROUP**

Vinyl Group is the heartbeat of an equitable music world, providing tech and media 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. These include: Vinyl.com, a premier e-commerce platform with over 50,000 titles; Vampr, a social-professional network and talent marketplace with 1.6 million creators across 190+ countries; Jaxsta, the world’s largest database of official music credits with over 380 million verified records; and Serenade, a Web3 pioneer in physical and digital collectibles, serving 200+ global artists. Meanwhile, the company’s publishing arm, Vinyl Media, is home to a powerhouse of culture, premium content, and live experiences, operates Concrete Playground, Mediaweek, Tone Deaf, and licenses the Rolling Stone, Refinery29, and Variety mastheads in Australia.

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