



ASX Release

VINYL GROUP TO ACQUIRE LEADING YOUTH MEDIA COMPANY, PEDESTRIAN GROUP FOR NOMINAL CONSIDERATION

HIGHLIGHTS:

- Vinyl Group will acquire 100% of Pedestrian Group Pty Ltd from Nine Digital Pty Ltd for nominal consideration, with no other cash, debt, scrip or royalties associated with the transaction
- Pedestrian Group is one of Australia's most recognised original youth media brands, with a portfolio spanning PEDESTRIAN.TV, Pedestrian Jobs, Openair Cinemas and Pedestrian Studio
- Pedestrian Group is expected to contribute \$0.6m-\$0.8m of pro forma EBITDA to Vinyl in FY27
- The acquisition increases Vinyl's relevance to advertisers and Ipsos iris de-duplicated online audience reach to 53% of Australians online¹
- Demonstrates Vinyl Group's ability to secure strategic acquisitions through capital-efficient valuations and structures

Melbourne, Australia, June 9, 2026: Vinyl Group Ltd (ASX: VNL) (Vinyl Group or the Company) is pleased to announce that it will acquire 100% of the issued share capital in Pedestrian Group Pty Ltd (Pedestrian Group) from Nine Digital Pty Ltd (Nine) (Transaction).

The Transaction does not involve any material cash consideration and does not involve the issue of Vinyl Group scrip or the payment of ongoing royalties.

Vinyl will take over operations of Pedestrian Group. Following implementation of a restructure plan, Pedestrian Group is expected to contribute approximately \$0.6m-\$0.8m of pro forma EBITDA to Vinyl in FY27.

The Transaction further demonstrates Vinyl Group's ability to secure strategic acquisitions through capital-efficient valuations and structures, while maintaining its focus on sustainable profitability. Completion is scheduled for 15 June.

About Pedestrian Group

Pedestrian Group is one of Australia's most recognised youth media businesses, with a portfolio spanning PEDESTRIAN.TV, Pedestrian Jobs, Openair Cinemas and Pedestrian Studio. Since its launch in 2005, PEDESTRIAN.TV has become a defining voice in Australian youth culture, delivering content across web, social, video, newsletters and experiential channels to a highly engaged Gen Z and Millennial audience.

Pedestrian Group reaches more than 9.4 million people monthly across its owned, social and distributed platforms, including approximately 1.0 million monthly readers, 75 million minutes of video content watched, and strong followings across Instagram, TikTok, Facebook, YouTube, LinkedIn and newsletters.

Pedestrian Group generates revenue across display advertising, native content, production, video, programmatic, BVOD, affiliate and jobs-related activity.

Strategic rationale

The acquisition of Pedestrian Group further strengthens Vinyl Media's position as one of Australia's leading culture, entertainment and youth media networks, expanding its audience reach, branded content capability, social-first production expertise and commercial offering to advertisers seeking access to younger Australian audiences.

The Transaction rebalances Vinyl Media's existing portfolio by adding a wholly owned IP and highly recognised original youth culture brand, further deepening Vinyl Group's reach across Gen Z and Millennial audiences. It also creates opportunities to scale native content, social video, branded storytelling, events, newsletters, jobs and other digital media products across the broader group, while reducing the portfolio's reliance on licensed brands.

On an Ipsos iris de-duplicated audience basis, the Transaction is expected to increase Vinyl Media's combined online audience reach from approximately 51% of Australians online to approximately 53%.¹ This further strengthens Vinyl's relevance to advertisers and audience scale across youth, entertainment, culture and lifestyle, while adding one of Australia's most recognised Gen Z and Millennial media brands to the portfolio.

The acquisition further positions Vinyl Group as the local partner of choice for international and sub-scale cultural assets, providing a scaled platform for owned and licensed IP to be integrated, commercialised and grown across a broader media network.

Vinyl Group has an executive leadership team in place to integrate and grow a diversified portfolio of owned and licensed IP, with capability across editorial, commercial partnerships, production, technology, audience development and operations.

Commentary

Vinyl Group CEO Josh Simons said: "Pedestrian Group is one of Australia's most recognisable youth media brands, with a distinctive voice, loyal audience and strong reputation in culture and entertainment. The addition of Pedestrian's brand further rebalances Vinyl's portfolio of cultural assets through a mix of licensed and wholly owned, original IP.

"The transaction also reflects the strength of Vinyl Group's acquisition strategy. We are continuing to secure high-quality cultural assets through capital-efficient structures, validate our adaptive media flywheel, and build Vinyl into the acquirer of choice for subscale youth, culture and entertainment brands in Australia."



Authorisation and Additional Information:

This announcement was authorised by the Board of Vinyl Group Ltd

Vinyl Group Investor Relations:

E: investors@vinyl.group

-Ends-

ABOUT VINYL GROUP

Vinyl Group is a diversified adaptive media and music technology company that connects culture with commerce. Its portfolio spans two divisions, publishing and platforms, with tools and services that empower fans, brands and creators. The publishing division, Vinyl Media, is a powerhouse of culture, premium content and live experiences, operating Concrete Playground, Mediaweek and Tone Deaf, and holding Australian licences for Rolling Stone, Variety, Refinery29, POPSUGAR, BuzzFeed and Tasty, and LADbible Group (including LADbible and SPORTbible). The platforms division includes Vinyl.com, a leading e-commerce destination with more than 60,000 titles; Vampr, a social-professional network and talent marketplace with 1.6 million creators in over 190 countries; and Serenade, a pioneer in physical and digital collectibles supporting more than 200 global artists.

¹Source: Ipsos iris, January 2026. De-duplicated online audience reach (%) across PC/Laptop, Smartphone and Tablet for Australians aged 14+. Vinyl Media figures represent a combined Brand Group audience including Vinyl Media, Val Morgan Digital and Pedestrian entities.

Brand Group: TheBrag, Genius, Bgr, Billboard, Variety, Pmc, Deadline, Rolling Stone, TV Line, Indiewire, Goldderby, Vibe Media, ComingSoon, Musicfeeds, Rottentomatoes, Fandom, LADbible, UNILAD, Buzzfeed, Gamespot, Vulture, SPORTbible, Tyla, GAMINGbible, Vox Media, The Verge, New York Magazine, Thrillist, Popsugar Australia, SB Nation, The Cut, The Strategist, Concrete Playground, Refinery29, Stylecaster, Wwd, Sheknows, Pedestrian. **Other Distributed Content:** Val Morgan Digital.

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