

eMEDIA HOLDINGS LIMITED

(Incorporated in Republic of South Africa)  
 Registration number: 1968/011249/06  
 JSE share code: EMH IZIN: ZAE000208898  
 JSE share code: EMN IZIN: ZAE000209524  
 ("eMedia Holdings" or "the Group")

TRADING STATEMENT

In terms of section 3.4 (b) of the JSE Limited Listings Requirements, companies are required to publish a trading statement as soon as they are reasonably certain that the financial results for the current reporting period will be more than 20% different than that of the previous corresponding period.

Earnings and headline earnings per share for the year ended 31 March 2022 are expected to vary from those reported in the prior year ended 31 March 2021 within the following ranges:

<b>Measure</b>	<b>31 March 2022 Expected range cents per share</b>	<b>31 March 2022 Range% Between</b>	<b>As previously reported 31 March 2021 cents per share</b>
Earnings per share will increase to a profit per share	62 and 65	280 and 298	16.31
Earnings per share from continuing operations	63 and 67	200 and 219	20.97
Loss per share from discontinuing operations	-0.6 and -1.2	87 and 74	-4.66
Headline earnings per share	63 and 66	283 and 301	16.42
Headline earnings per share from continuing operations	63 and 67	198 and 217	21.08
Headline loss per share from discontinuing operations	-0.6 and -1.2	87 and 74	-4.66

The eMedia group (the Group) has had an extremely good year given the continued tough economic conditions brought about by the continued impact of the COVID-19 pandemic on the South African and World economy. The Group showed a significant increase in profits when compared to the prior year. The increase in profits was driven by an increase in the Groups' 06:00 to 23:59 market share as well as prime-time market share which ended the period at 31.8% and 34.1% respectively. As at end April the Groups' 06:00 to 23:59

and prime time market share was 32.60% and 35.0% respectively, making it the biggest broadcaster in both categories in South Africa.

The return to the "new normal" saw advertising revenue return to a state that was better than the financial year just before the pandemic caused the world and South Africa to come to a virtual standstill. The Group's television advertising revenue ended 29% better than the prior year, this can be attributed to the increased prime time market share from 29.6% in March 2021 to 34.1% in March 2022, an increase of 15.20%.

The financial information on which this trading statement is based, has not been reviewed or reported upon by the Group's auditors.

The Group's results for the year ended 31 March 2022 are scheduled to be published on or about 26 May 2022.

Johannesburg  
18 May 2022

Sponsor  
Investec Bank Limited