



ASX Release

LAUNCH OF VINYL.COM IN THE UNITED KINGDOM

Melbourne, Australia, October 23, 2024: Vinyl Group Ltd (ASX: VNL), Australia's only ASX-listed music Company, today announces the official launch of Vinyl.com in the United Kingdom. This strategic expansion leverages the recent acquisition of Serenade, including its UK subsidiary, as part of our ongoing mission to establish Vinyl.com as the leading global destination for music enthusiasts and vinyl record collectors.

The launch in the UK is a major milestone for Vinyl Group, marking our entry into one of the most passionate and vibrant vinyl markets in the world, whose sales grew 11.7% in 2023¹. Following the acquisition of Serenade, Vinyl Group starts with a strong foundation in the UK, allowing us to tap into existing infrastructure, relationships, and a dedicated consumer base that shares our love for music and physical media.

Josh Simons, CEO of Vinyl Group, commented: "We are thrilled to bring Vinyl.com to the UK, one of the largest and most influential music markets in the world. The recent acquisition of Serenade's assets, including its UK subsidiary, has provided us with the perfect platform for this expansion, allowing us to combine Serenade's cutting-edge approach with our comprehensive distribution and e-commerce capabilities. We believe this launch will not only strengthen our presence in Europe but also accelerate our vision of becoming the premier global destination for vinyl lovers and super fans."

The UK launch represents an important part of Vinyl Group's growth strategy, which focuses on expanding market reach, investing in sustainable vinyl solutions, and integrating complementary assets into the broader Vinyl.com offering.

¹<https://musically.com/2024/01/02/bpi-hails-11-7-rise-in-unit-sales-of-vinyl-records-in-the-uk/>

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.