



ASX Release

VINYL GROUP LAUNCHES PUBLISHING HOUSE VINYL MEDIA, ENCOMPASSING NEW MEDIA ASSETS REFINERY29 & MORE

HIGHLIGHTS:

- **Restructure and rebrand of Vinyl Group's media division as Vinyl Media, a premium publishing and culture house led by interim GM Joel King (COO, Vinyl Group).**
- **Encompasses acquisitions of The Brag Media, Mediaweek, Funkified, and Concrete Playground, plus a new licensing deal to relaunch Refinery29 in Australia.**
- **Multi-year renewal of Rolling Stone license with Penske Media (PMC).**

Melbourne, Australia, February 12, 2025: Vinyl Group (ASX: VNL), Australia's only ASX-listed music Company, has announced an exciting rebrand of its growing media division as Vinyl Media, which will house both its owned and licensed publications.

Vinyl Media embarks with a new mission to turn brands into cultural icons, and will function as a premium publishing and culture house for advertisers to engage with audiences across a diverse range of profiles. Vinyl Group's recently appointed Chief Operating Officer, Joel King, will serve as interim General Manager of Vinyl Media.

Following the completion of its acquisition of The Brag Media – including Rolling Stone Australia and Variety Australia – in early 2024, Vinyl Group embarked on an ambitious strategy to build out one of Australia's most exciting independent suite of publications.

Vinyl Group has since acquired leading Australian media and marketing publication Mediaweek, and is set to complete its acquisition of Concrete Playground, a leading digital city guide that curates engaging events, experiences and trends in Sydney, Melbourne, Brisbane, Auckland, and Wellington.

The Company also recently executed a licensing and representation deal to bring women-focused lifestyle media brand Refinery29 back to Australia. This partnership marks Vinyl Group's long-awaited entry into the women's lifestyle category, and a return of Refinery29 to the ANZ market with a revived local edition under the stewardship of Vinyl Group and includes representation of ANZ inventory across Refinery29's international sites. A local Editor and editorial team will be established to ensure the creation of premium original content that reflects the unique perspectives of local audiences while maintaining Refinery29's voice and editorial standards.

Rolling Stone Australia will also continue to be published and licensed by Vinyl Media locally after the Company renewed a multiple year licensing deal with Penske Media Corporation (PMC). Vinyl Media also publishes PMC's Variety Australia, and manages advertising placements for 14 additional PMC titles including Billboard, The Hollywood Reporter, Deadline, IndieWire and more.



The new-look Vinyl Media will house The Brag Media's award-winning partnerships and creative team, as well as the recently acquired Funkified events team, giving advertisers exclusive access to culture passion points, connected audiences, real life experiences, and some of Australia's most iconic brands both within and beyond publishing. Vinyl Media's other local publications include The Music Network and Tone Deaf, and it represents additional iconic brands including Rotten Tomatoes, Bluesfest Byron Bay, Letterboxd, Crunchyroll, and more, leveraging audiences across culture, music, gaming, and much more.

Vinyl Group CEO, Josh Simons, commented: "The launch of Vinyl Media is a testament to the incredible growth of Vinyl Group over the past year and our ambition to shape the future of culture and media in Australia. By bringing a growing stable of the most influential brands across music, entertainment, media, and lifestyle, we're building a powerhouse for storytelling and audience engagement.

Batoul Peters, Head of Commercial Operations for Vinyl Media, added: "With the expertise behind our ecosystem, we embed brands into the fabric of culture through tailored and strategic brand solutions. Vinyl Media now offers unparalleled access to engaged audiences across music, entertainment, lifestyle, and more — connecting brands with the moments, communities, and conversations that matter."

Authorisation and Additional Information:

This announcement was authorised by the Board of Vinyl Group Ltd

Vinyl Group Investor Relations:

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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 1.4 million creators across 180+ 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 Mediaweek, Tone Deaf, and licenses the Rolling Stone, Refinery29, and Variety mastheads in Australia.