

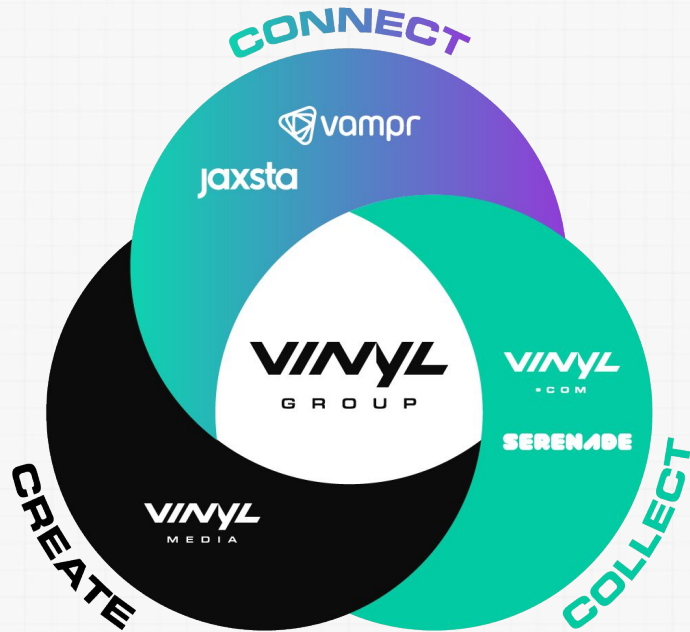
FY26 VISION

1 July 2025

Prepared by Josh Simons

Our Purpose is Connection

We build tech solutions that connect music fans, creators and brands



Big Hairy Audacious Goal

To connect 1000 leading brands, 100M¹ music creators and 1B² fans

RollingStone™

CONCRETE
PLAYGROUND.

VARIETY
AUSTRALIA

TONE DEAF

m

THE BRAG.COM

mediaweek

29

REFINERY29

1. Midia Research 2024 - 198M music creators by 2030 - <https://routenote.com/blog/nearly-200-million-music-creators-predicted-by-2030/>

2. Goldman Sachs 2024 - 1.205B+ music fans by 2030 - <https://www.goldmansachs.com/pdfs/insights/pages/music-in-the-air--focus-on-monetisation-emerging-markets-and-ai--updating-global-music-industry-forecasts-f/music-redaction.pdf>

Brands We've Activated



+ more

Fans We Reach Monthly

10M

Creator Registered Accounts

1.6M

In FY24 we told a
revenue story.



In FY25 we told a
growth story.

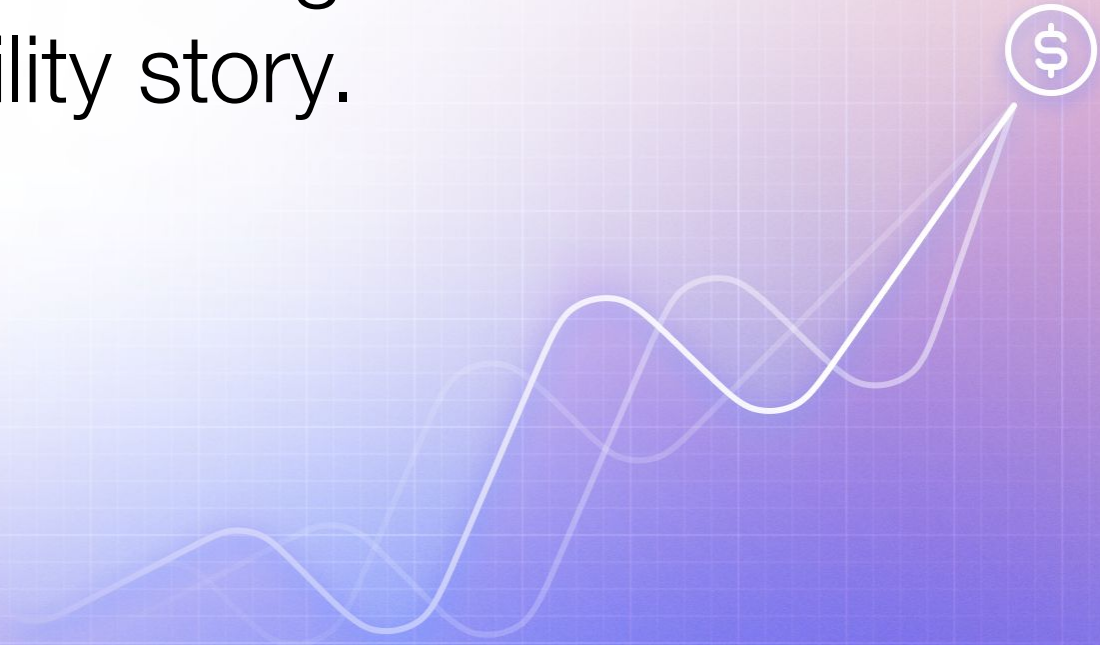
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 **SERENADE**

FUNKIFIED *for* EVENTS

CONCRETE
PLAYGROUND.

In FY26, we're aiming to
tell a profitability story.



Three years. Three repeatable stories. One unified strategy.

FY24

Revenue

4 record quarters profit

FY25

Growth

4 accretive acquisitions

FY26

Profitability

Optimise for scalable profitability

Accelerating the Flywheel

To accelerate the flywheel, our tech team went back to the drawing board, reimagining what an AI-powered media business could look like.

"More content ≠ lower quality"

"Personalised media experiences"

"Efficiency = profitability"

"Ecomm suggestions based on reading habits"

"New revenue streams. More often."

"What if every reader saw a different headline?"

Thank you from the Vinyl Leadership Team



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