



ASX Release

VINYL GROUP COMPLETES ACQUISITION OF PEDESTRIAN GROUP

Melbourne, Australia, 15 June 2026: Vinyl Group Ltd (ASX: VNL) (Vinyl Group or the Company), an adaptive media and music technology company, is pleased to confirm that it has completed the acquisition of 100% of Pedestrian Group Pty Ltd from Nine Digital Pty Ltd.

As announced on 9 June 2026, the acquisition was completed for nominal consideration and does not involve the issue of Vinyl Group scrip, the assumption of debt or the payment of ongoing royalties.

Pedestrian Group will now form part of Vinyl Media, further strengthening Vinyl Group's position across youth, culture, entertainment and digital media.

Authorisation and Additional Information:

This announcement was authorised by the Board of Vinyl Group Ltd

Vinyl Group Investor Relations:

E: investors@vinyl.group

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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, with owned and operated titles including PEDESTRIAN.TV, Concrete Playground, Mediaweek and The Music Network, and Australian licences for Rolling Stone, Variety, BuzzFeed, Tasty, Refinery29, POPSUGAR 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 chart-accredited Smart Formats platform helping more than 200 artists and their teams turn physical collectables and live moments into digital fan experiences.