

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 2021 is expected to vary from those reported in the prior year ended 31 March 2020 within the following ranges:

Measure	31 March 2021 Expected range cents per share	31 March 2021 expected% YoY movement	Restated* 31 March 2020 cents per share	As previously reported 31 March 2020 cents per share
Earnings per share will increase to a profit per share	14 and 18	103.29 - 104.23	-425.94	-425.94
Earnings per share from continuing operations, will increase to a profit per share	19 and 27	104.49 - 106.38	-423.47	-424.31
Loss per share from discontinuing operations, will increase	-6.55 and -7	165.18-183.38	-2.47	-1.63
Headline earnings per share will decrease	14 and 18	-58.01-46.01	33.34	33.34
Headline earnings per share from continuing operations, will decrease	20 and 27	-43.13-23.23	35.17	34.34
Headline loss per share from discontinuing operations, will increase	-6.7 and -7.05	266.12-285.24	-1.83	-1

*Prior year restated to account for the impact of discontinued operations of Silverline Studios

The eMedia Holdings group has had a very good year given the very tough economic climate brought upon the entire world by the COVID-19 pandemic. The increase in the earnings per share and earnings per share from continuing operations are due to the significant write off of goodwill in the prior year.

The group did show a decline in headline earnings per share both continuing and discontinuing, this was on the back of a total television advertising market that has declined by 15.70% or close on R700 million and a film market that came to a standstill during the pandemic. The impact of the pandemic was especially felt by the Group in the first part of the financial year but the second half of the year saw the Group perform better than prior year and better than the targets that were set. In general, the group's media sales team performed better than the market throughout the year and in the last six months outperformed the prior year almost every month. For no further write-off in goodwill to occur shows how strong the group ended the year despite the pandemic continuing to plague the country.

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 2021 are scheduled to be published on or about 28 May 2021.

Johannesburg
14 May 2021

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