

### Change in segmental reporting

As previously announced at the Capital Markets Day on 28 January 2026, Next 15 Group plc (“Next 15” or the “Group”) is changing the segmental reporting of its results to improve transparency, and better reflect our business activities and the management of the Group. The FY26 financial results will be presented on the new segmental basis.

For segmental reporting, the Group will report its results under the following five segments:

- Retail Media
- Data & Research
- Digital Transformation
- Marketing & Comms
- Creative Services

In order to assist understanding of the Group’s performance, we include below the historic financial results restated into the new reporting segments.

### Segmental reporting for the 6 months ended 31 July 2025

	Retail Media £'000	Data & Research £'000	Digital Transformation £'000	Marketing & Comms £'000	Creative Services £'000	Head Office £'000	Total (excl Mach49) £'000	Mach49 £'000	Total (incl Mach49) £'000
<b>Net Revenue</b>	21,610	25,769	29,029	121,256	33,183		<b>230,847</b>	8,116	<b>238,963</b>
<b>Adjusted Operating Profit / (Loss)</b>	3,259	3,120	4,008	26,235	3,524	(7,461)	<b>32,685</b>	(2,946)	<b>29,739</b>
<b>Adjusted Operating Profit Margin</b>	15.1%	12.1%	13.8%	21.6%	10.6%		<b>14.2%</b>	(36.3)%	<b>12.4%</b>
<b>Organic Net Revenue Growth / (Decline)</b>	14.0%	(6.4)%	51.2%	(8.8)%	(20.7)%		<b>(5.3)%</b>	(82.5)%	<b>(18.0)%</b>

**Segmental reporting for the year ended 31 January 2025**

	Retail Media £'000	Data & Research £'000	Digital Transformation £'000	Marketing & Comms £'000	Creative Services £'000	Head Office £'000	Total (excl Mach49) £'000	Mach49 £'000	Total (incl Mach49) £'000
<b>Net Revenue</b>	41,721	55,404	36,309	263,757	81,960		<b>479,151</b>	90,545	<b>569,696</b>
<b>Adjusted Operating Profit / (Loss)</b>	10,541	7,009	5,162	58,629	9,980	(17,319)	<b>74,002</b>	33,444	<b>107,446</b>
<b>Adjusted Operating Profit Margin</b>	25.3%	12.7%	14.2%	22.2%	12.2%		<b>15.4%</b>	36.9%	<b>18.9%</b>
<b>Organic Net Revenue Growth / (Decline)</b>	51.5%	(9.5)%	(18.9)%	(3.7)%	(12.9)%		<b>(4.0)%</b>	(3.8)%	<b>(4.0)%</b>

**Segmental reporting for the year ended 31 January 2024**

	Retail Media £'000	Data & Research £'000	Digital Transformation £'000	Marketing & Comms £'000	Creative Services £'000	Head Office £'000	Total (excl Mach49) £'000	Mach49 £'000	Total (incl Mach49) £'000
<b>Net Revenue</b>	27,541	57,476	34,924	273,823	87,964		<b>481,728</b>	96,111	<b>577,839</b>
<b>Adjusted Operating Profit / (Loss)</b>	8,895	10,358	5,598	65,375	9,985	(19,825)	<b>80,386</b>	40,695	<b>121,081</b>
<b>Adjusted Operating Profit Margin</b>	32.3%	18.0%	16.0%	23.9%	11.4%		<b>16.7%</b>	42.3%	<b>21.0%</b>
<b>Organic Net Revenue Growth / (Decline)</b>	54.2%	4.3%	22.0%	(3.7)%	(18.6)%		<b>(2.4)%</b>	15.3%	<b>0.3%</b>