

# Digitalbox

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## Digitalbox predicts stronger second half and eyes 'similar' deals to Daily Mash

Digitalbox PLC (LON:DBOX) expects trading for the second half of the year to be better than the first and said it will continue to look for acquisitions akin to The Daily Mash, which it purchased in March.

The AIM-listed firm said in an outlook statement that trading in the second half of its current year had so far been "in line with plan", with its performance in the final quarter expected to be "particularly strong".

**READ:** The Daily Mash owner Digitalbox agrees partnership with UK comedy video platform NextUp

Aside from the satirical Mash website, Digitalbox also produces the Mash Report, a weekly televised show for BBC Two.

It also owns celeb gossip website Entertainment Daily, which in the six months to 30 June saw 50% growth in Google-sourced traffic while unique users jumped to 3mln from 2mln over the period.

First revenues of £712,000 fed through to a pre-tax loss for the period of £713,000, as administrative costs kicked in at £1.1mln.

The figures represent four months as the newly enlarged Digitalbox, compared to two months of trading as cash shell Polemos last year.

Digitalbox's chairman Robin Miller said the results demonstrate "very encouraging audience growth and enviable control of costs resulting in strong margin performance".

**Price:** 6

**Market Cap:** £4.96 m

### 1 Year Share Price Graph



February 2019 June 2019 December 20

### Share Information

**Code:** DBOX

**Listing:** AIM

52 week	High	Low
	14.9	4.5

**Sector:** Media

**Website:** [www.digitalbox.com](http://www.digitalbox.com)

### Company Synopsis:

*Digitalbox was created because we believe the publishing model of old is broken. We believe the future of media is mobile and businesses free of legacy issues are those that will flourish. We've come a long way in a short period of time, but the journey has only just begun.*

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