FOODIE

INVESTOR & ANALYST BRIEFING

Nine Months In, FY2025 Already Beaten

Third Quarter Results — Financial Period Ended 31 May 2026

FOODIE MEDIA BERHAD · July 2026

PREPARED BY

SPRINGSTONE

01 Financial Snapshot

RM39.7m

9M FY2026 Revenue

RM11.9m

9M FY2026 Adjusted PAT

RM49.5m

Cash & Short-term Deposits

Net Cash

No bank borrowings

54.8%

9M Gross Profit Margin

1.32 sen

9M Basic & Diluted EPS

0.53 sen

Dividend paid this quarter

6.3×

Current ratio (Q3 FY2026)

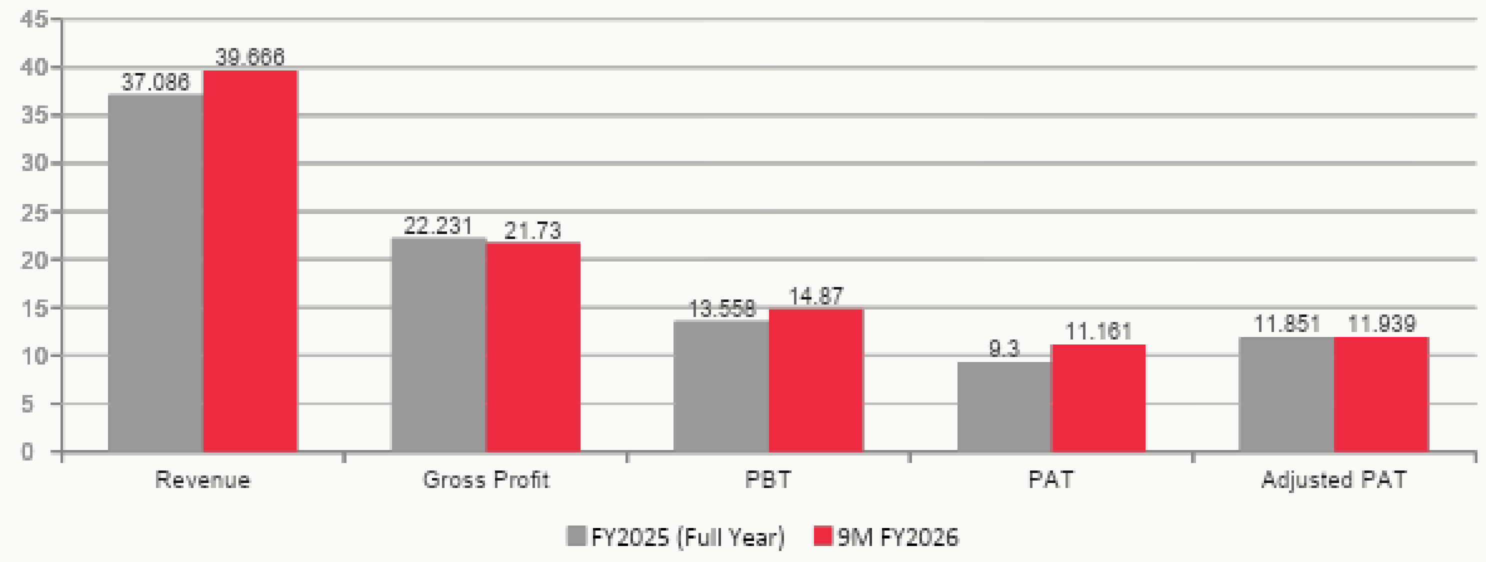
9M FY2026 revenue of RM39.7 million already stands at 107% of full-year FY2025 revenue (RM37.1m) — with three quarters delivering what previously took twelve months.

Due to rounding, individual figures may not sum precisely to stated totals.

02 Financial Highlights

In just nine months, Foodie has already surpassed full-year FY2025 on Revenue, PBT and PAT — with Adjusted PAT already matching the full year too

REVENUE, GP, PBT, PAT & ADJUSTED PAT — RM MILLION



REVENUE

107% of FY2025

GROSS PROFIT

98% of FY2025

PBT

110% of FY2025

PAT

120% of FY2025

ADJUSTED PAT

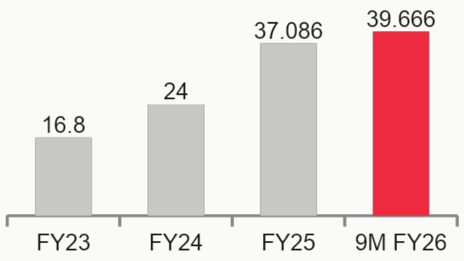
101% of FY2025

Gross profit margin moderated to 54.8% (from 59.9% in FY2025) as the Group deliberately staged its inaugural Monie Fest event at a lower margin to build brand equity — a mix effect, not a cost issue.

03 Revenue & Profitability Trend

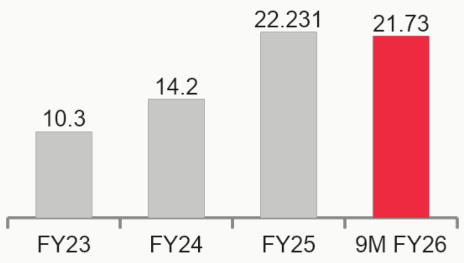
REVENUE (RM MIL)

107% of FY25



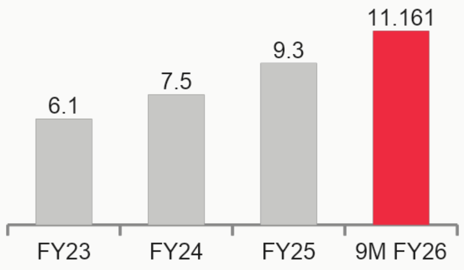
GROSS PROFIT (RM MIL)

98% of FY25



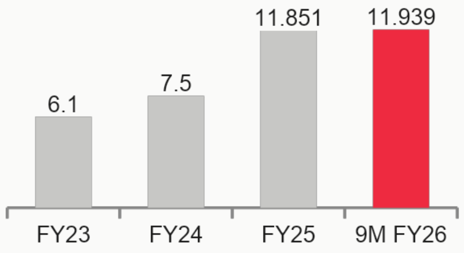
PAT (RM MIL)

120% of FY25



ADJUSTED PAT (RM MIL)

101% of FY25



+120.8%

Revenue growth, FY23→FY25

+115.8%

Gross profit growth, FY23→FY25

+52.5%

PAT growth, FY23→FY25

+94.3%

Adjusted PAT growth, FY23→FY25

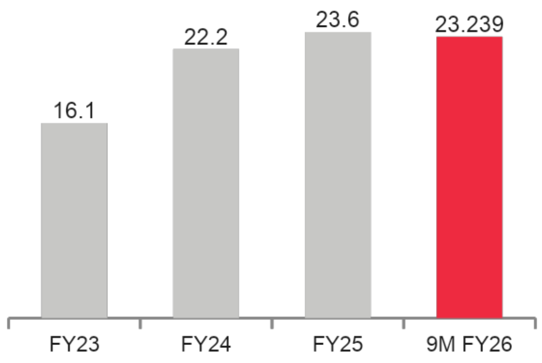
9M FY2026 already exceeds full-year FY2025 on Revenue and PAT, with Adjusted PAT matching the full year too — three quarters delivering what previously took twelve months.

04 Revenue Breakdown by Segment

CONTENT

Sponsored content, ad breaks, drama

1.4× vs FY23

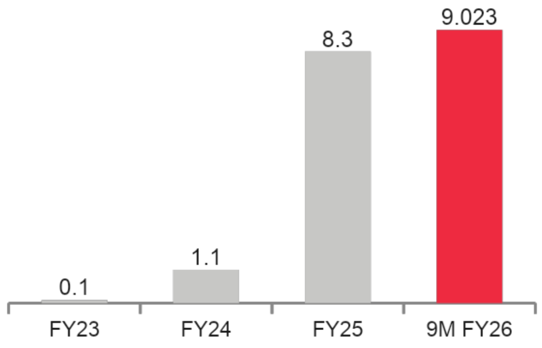


1Q	2Q	3Q
7.6	7.7	8.0

CREATOR

KOL marketing

>90× vs FY23

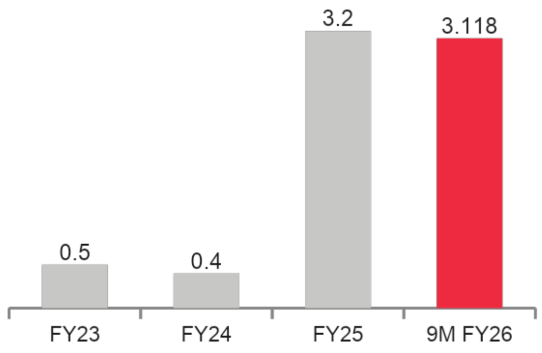


1Q	2Q	3Q
1.8	3.7	3.4

COMMERCE

Affiliate commerce & acct mgmt

6.2× vs FY23

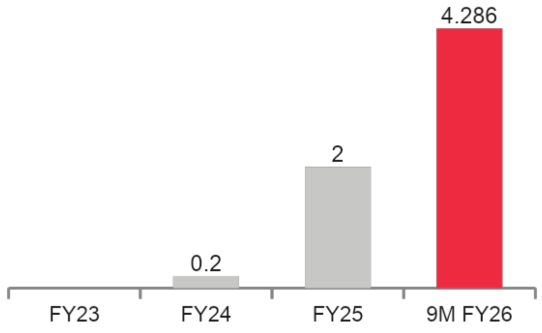


1Q	2Q	3Q
1.2*	1.0	0.6

COMMUNITY

Events & campaign management

>20× since FY24



1Q	2Q	3Q
2.0*	0.7	1.9

9M FY2026 revenue mix: Content 58.6% · Creator 22.8% · Commerce 7.9% · Community 10.8%. Community's Q3 spike reflects the inaugural Monie Fest event.

05 Quarterly Financial Performance

***Q3 FY2026 revenue of RM13.9 million is Foodie's highest quarterly revenue to date** — up 5.5% QoQ.*

RM Million	Q3 FY26	Q2 FY26	QoQ	9M FY26
Revenue	13.9	13.2	**+5.5%**	39.7
Gross Profit	7.2	7.5	**-3.6%**	21.7
Gross Margin	51.7%	56.6%	**-4.9pp**	54.8%
PBT	5.3	4.5	**+16.9%**	14.9
Adjusted PBT (1)	5.30	5.25	**+0.9%**	15.65
PAT	4.1	3.3	**+21.6%**	11.2
Adjusted PAT (1)	4.09	4.08	**+0.2%**	11.94

(1) Adjusted for one-off IPO listing expenses of RM0.03m (Q3) / RM0.78m (9M FY26). pp = percentage points.

WHAT DROVE THE QUARTER

- **Top-line momentum:** Revenue rose 5.5% QoQ to RM13.9m, led by the Community pillar (+RM1.1m) on the inaugural Monie Fest event, plus continued growth in Content (+RM0.3m).
- **Margin trade-off, deliberate:** GP margin eased to 51.7% (from 56.6%) as event-related Community revenue carries a structurally lower margin — an intentional brand-building investment.
- **Listing costs fading out:** One-off IPO listing expenses fell to just RM0.03m (from RM0.74m in Q2), a 95.7% QoQ reduction, driving reported PAT up 21.6% QoQ.
- **Underlying profitability stable:** Stripping out listing costs, Adjusted PBT and Adjusted PAT were broadly flat QoQ — the core operating engine continues to perform consistently.

06 Financial Position

RM Million	31 May 2026	31 Aug 2025	% Chg
Non-current Assets	4.1	2.9	+44.5%
Current Assets	63.0	16.5	+282.4%
Total Assets	**67.2**	**19.3**	**+248.2%**
Non-current Liabilities	0.4	1.0	-57.5%
Current Liabilities	10.0	7.7	+30.1%
Total Liabilities	**10.4**	**8.7**	**+19.9%**
Total Equity	**56.7**	**10.6**	**+433.1%**

SOLID, NET CASH BALANCE SHEET

RM48.4m

Net cash position (Cash RM49.5m vs borrowings RM1.1m)

6.3×

Current ratio (Current Assets ÷ Current Liabilities)

RM0.06

Net assets per share (vs RM0.01 at FYE Aug 2025)

9M FY2026 CASH FLOW

+RM9.4m

Operating activities

-RM0.5m

Investing activities

+RM34.1m

Financing activities

Financing inflow driven by net IPO share issuance proceeds (RM39.5m), partly offset by dividend paid (RM4.7m) and lease/hire-purchase repayments.

Source: Q3 FY2026 unaudited interim financial report — Statement of Financial Position & Statement of Cash Flows. Due to rounding, figures may not sum precisely.

07 Win the Client Once. Monetise Four Ways.

CROSS-SELL

CONTENT — WINS THE CLIENT

Content

45 brands · 50m+ followers

FY2023		9M FY2026
RM16.2m	→	RM23.2m

Our owned audience is why a brand puts us on its media plan. Content wins the client. That relationship, not the audience, is the asset the other three pillars are sold into.

Creator

THE REACH LAYER

FY2023 → 9M FY2026

RM0.1m → **RM9.0m**

We engage third-party KOLs to extend the same brief beyond our own pages. We earn on managing the campaign, not on owning the KOL's audience.

Commerce

THE CONVERSION LAYER

FY2023 → 9M FY2026

RM0.5m → **RM3.1m**

Affiliate and live commerce, turning the same brief into transactions through our own live streaming rooms and hosts.

Community

THE OFFLINE LAYER

FY2023 → 9M FY2026

nil → **RM4.3m**

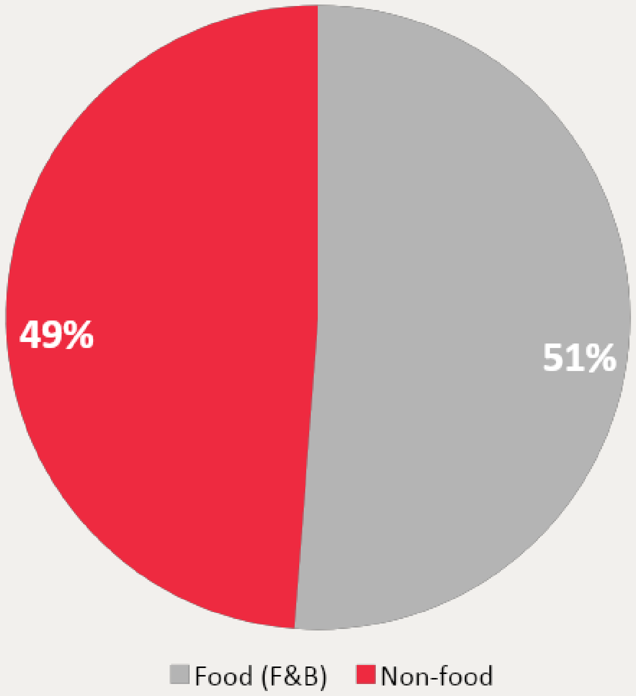
Events and activations that take the same client's brief off-platform and into the real world.

RM16.4m of 9M FY2026 revenue comes from three pillars that were RM0.6m in FY2023 - all cross-sold into the same client relationships Content wins. We do not have to win a new client to open a new revenue line.

FY2023 per IPO Prospectus Section 12.2.5 (Revenue by Business Activities), mapped to the 4C structure: Content = sponsored content + advertisement breaks. 9M FY2026 per Q3 FY2026 unaudited interim report, Note A9. FY2023 is a 12-month period; 9M FY2026 is 9 months.

08 Beyond Food — Diversifying the Audience

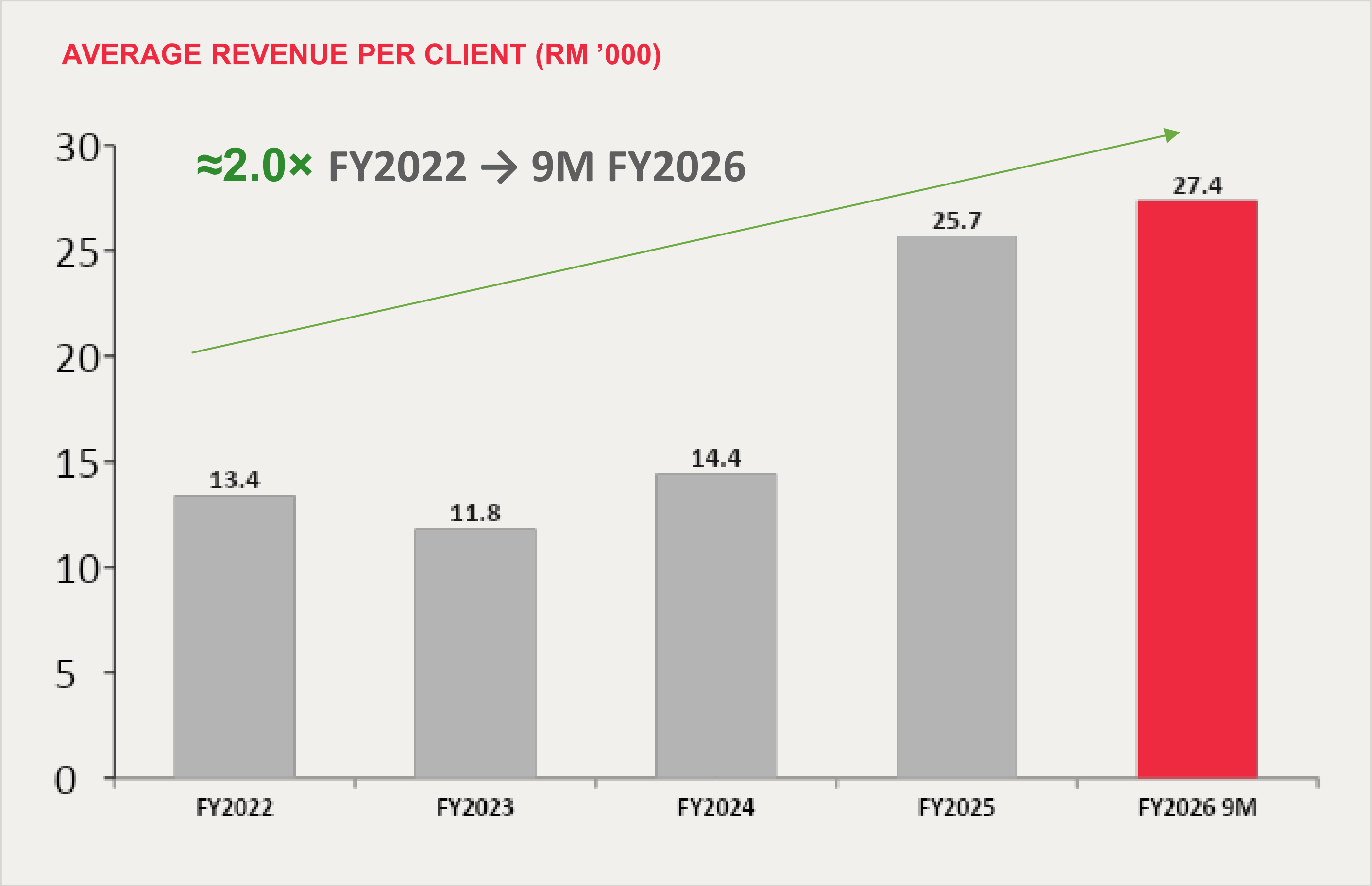
REVENUE BY CATEGORY — FOOD vs NON-FOOD (9M FY2026)



Beyond the food core: 48.8% of revenue now comes from non-food industries — home & living, travel, mall & fair, automotive, technology and more — materially reducing food dependency.

Food vs non-food on a group revenue basis (client-industry), 9M FY2026 (Sep'25–May'26).

09 Ticket Size per Client



RM27.4k

average revenue per client (9M FY2026) — roughly **2× the RM13.4k in FY2022.**

Wallet-share, not churn — fewer, larger relationships; clients consolidate spend onto our platform.

Rising ticket size and deepening repeat relationships drive our growth.

10 Growth in Action - Four Vectors

01
We own the distribution

45 brands · 50m+ followers · all 4Cs

Owned reach across platforms, and all four Cs delivered in-house.
One partner, whole campaign.

02
Winning larger clients

Up-market

Established brands are consolidating spend with us, increasing the quality and size of accounts.

03
Spend per client is rising

2x since FY22

We deepen each relationship as clients allocate more budget to our platform.

04
Revenue is recurring

>80% recurring revenue

The majority of revenue comes from returning clients, creating predictable compounding relationships.

Owned distribution plus an integrated offer attracts larger clients, increases wallet share and compounds recurring revenue.

11 New Office and Production Hub

Centralised office and production hub leased

SUNWAY SQUARE CORPORATE TOWER

Operational from August 2026

- **5 ×** Medium studios
- **1 ×** Large multipurpose studio
- **1 ×** Cyclorama studio

Supports: Content, Creator, Commerce and Community

SUNWAY PINNACLE

Operational from November 2026

- **1 ×** Multipurpose studio
- **1 ×** Commercial kitchen
- **1 ×** Domestic kitchen

Supports: Content, Creator and Commerce

Ten production spaces across two sites, expanding capacity across all four pillars

FOODIE

SUMMARY & INVESTOR CONTACT

A capital-light, high-margin platform compounding across content, creators, commerce and community — nine months ahead of last year's full-year results.

KEY TAKEAWAYS

- 9M FY2026 revenue, PBT and Adjusted PAT already exceed full-year FY2025
- No bank borrowings with RM48.4m net cash and a 6.3× current ratio
- 0.53 sen interim + special dividend declared and paid this quarter

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Prepared July 2026.

INVESTOR RELATIONS PREPARED BY SPRINGSTONE