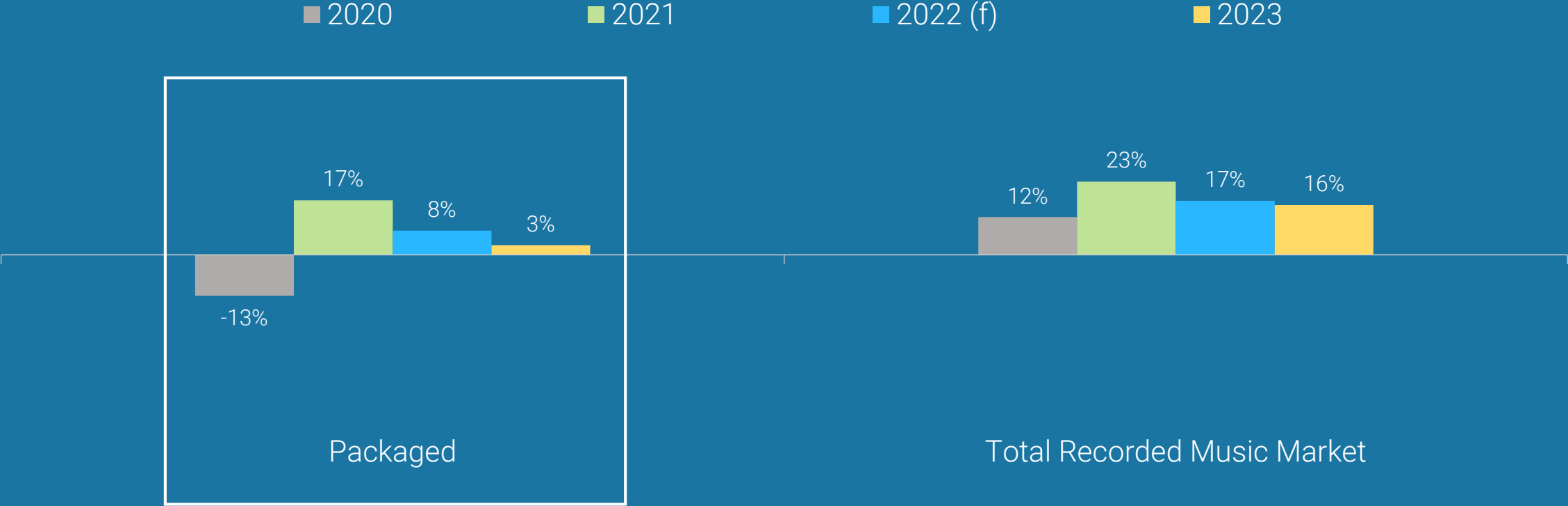


Vinyl By The Numbers

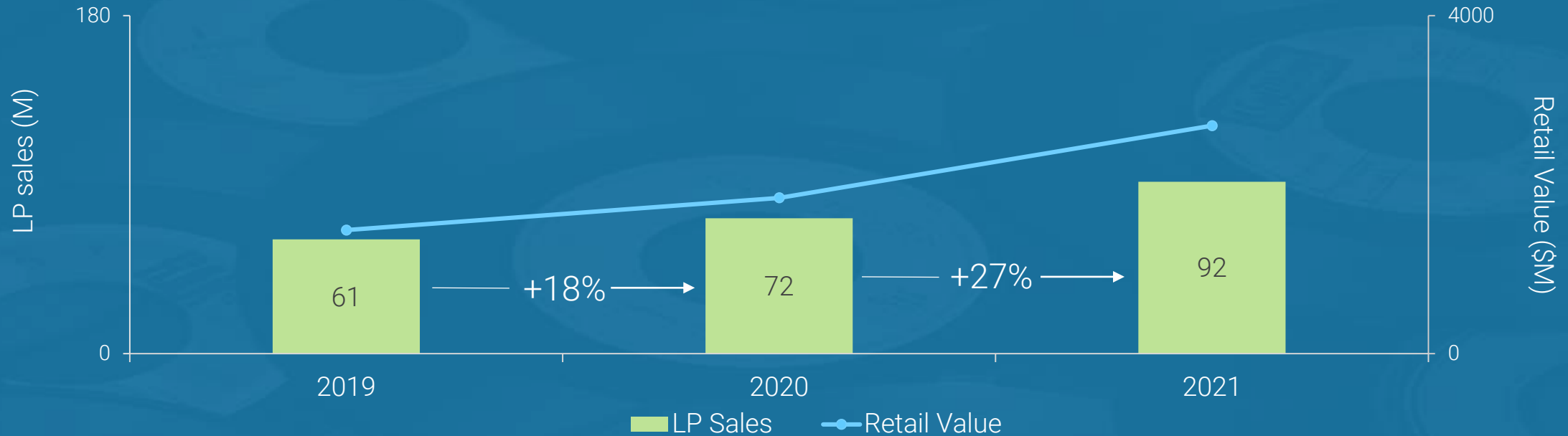
PACKAGED MUSIC GETTING BACK TO GROWTH

YoY Change in Global Consumer Spend on Music by Format



GLOBAL VINYL MARKET BOOMING DURING THE PANDEMIC

Global Vinyl Album (LP) Market Overview, 2019-2021



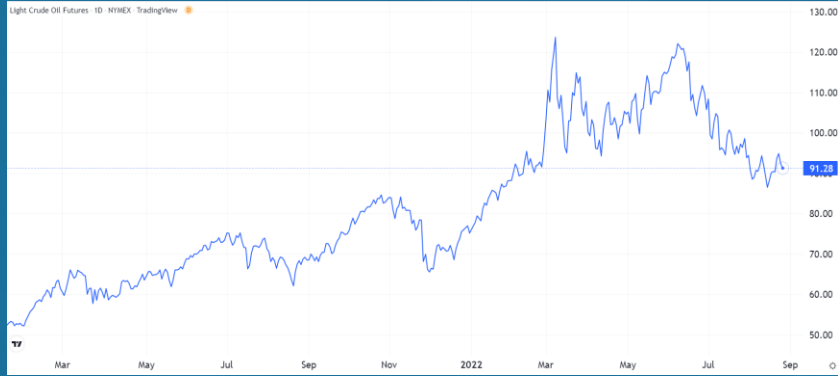
- | Artists and labels heavily embracing vinyl
 - Direct to consumer channels becoming increasingly important
- | Abba, Adele and Ed Sheeran driving sales in Q4 2021
- | Continuous demand from larger pool of customers

VINYL SUPPLY DISRUPTIONS STABILISING

- | Vinyl pressing plant increased capacity in 2021 and 2022
- | New pressing machines backlog + Bottleneck with stamper manufacturing
- | Shipping and transport disruptions
- | Important and long-term labour shortages
- | Price of raw materials skyrocketed in 2021 and in 2022
- | Vinyl supply chain adapted to these new market conditions
- | Able to work around shortages but production cost continues to increase



CONFLICT IN UKRAINE AND INFLATION IN 2022



Crude Oil Index Progression 2021-2022*



Natural Gas Index Progression 2021-2022*

| Russia is a key supplier of Gas, Petrol and Nickel

- An embargo on Russian gas could have a significant impact in Europe

| Growing concerns around inflation in most markets

| Consumers expected to buy less vinyl than they did in 2021

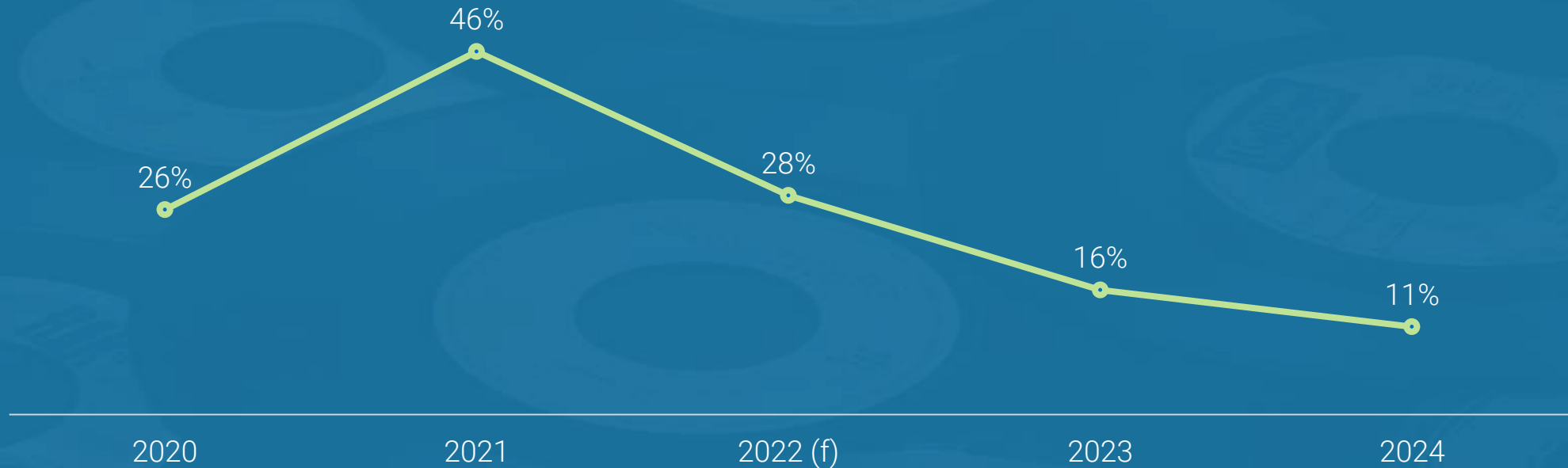
- Vinyl is replaceable and increasingly a luxury product

| Yet larger pool of customers expected to compensate

*Source: Trading View

VINYL MARKET OUTLOOK

Growth of Global Consumer Spend on Vinyl, 2020-2024 (f)



| From 2023, market forecasted to stabilise

- Supply challenges expected to improve
- Vinyl to become a “Forever Format”
- Consumers shifting from collectors to listeners

VINYL TO BECOME A FOREVER FORMAT – CONSUMER INSIGHTS

Vinyl Buyers Increasingly Owning a Turntable*

90% Of Vinyl Buyers Own a Turntable

Do You Listen to All of the Vinyl that You Buy?**

52%

Of Vinyl Buyers Don't Listen to All of the Vinyl that they Buy

*Taken from Futuresource's Living With Digital Consumer Research. February 2022. 14,028 respondents evenly spread between the US, CA UK, DE, FR, ES, IT. Nationally representative sample.

**Taken from Futuresource's Audio Tech Lifestyles Consumer Research. August 2022. 10,202 audio hardware owners evenly spread between the US, UK, DE, JP, CN

AUDIO BRANDS EASING ADOPTION ON VINYL

| Audio products are increasingly vinyl friendly

- Wireless speakers with analog input
- Some models even have built-in phono stage

| Turntable manufacturers launching more affordable models

- Some with Bluetooth connectivity to use with wireless speaker





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