

15 October 2025

Jumbo enters the rapidly growing UK Prize Draw market with the acquisition of leading operator Dream Car Giveaways

Jumbo Interactive Limited (**ASX:JIN or Jumbo**) through its UK subsidiary, Jumbo Interactive UK Limited, has entered into an agreement to acquire Dream Car Giveaways (**DCG¹**) and has now completed the acquisition following satisfaction of all conditions. Completion occurred on 14 October 2025.

Acquisition overview

DCG is a leading B2C brand and digital market proposition in the UK prize draw market, where customers can participate to win prizes, such as cars, cash, property and lifestyle products. DCG is an established and trusted digital prize draw competition platform which is operating at scale and profitably, with significant future growth potential.

Jumbo Managing Director, CEO and Founder Mike Veverka said *"DCG has become a trusted leader in the UK's B2C prize draw sector, which is meeting the rising demand from younger, internet-savvy consumers seeking unique products in an engaging digital format. Jumbo's two decades of B2C success in Australia and its world-class software, marketing, and customer management expertise, provides DCG with the foundation to continue its already impressive growth."*

DCG Director Marcus Hickling said *"With ongoing changes in technology and increased competition in the prize draw space, I'm pleased that DCG will be part of Jumbo – a recognised global leader in digital lotteries and managed services, and a strong, culturally aligned partner. I look forward to working closely with the Jumbo team in the next phase of growth for our business."*

Strategic rationale

The acquisition of DCG is strongly aligned with Jumbo's strategy to accelerate growth, enhance revenue and earnings diversification, and expand its presence in international markets, establishing a direct-to-consumer (**B2C**) footprint in the UK.

DCG is a leading B2C brand with a compelling digital proposition, operating in a significant and high-growth market segment driven by younger, digitally native customers seeking seamless, engaging and entertaining experiences.

DCG has a proven business model, a strong growth trajectory and attractive financial returns. The acquisition also provides a significant opportunity for Jumbo to leverage its technology, marketing and operational capabilities to support and accelerate DCG's next phase of growth.

Acquisition funding²

Jumbo will acquire DCG for an enterprise value of A\$109.9 million (£53.9 million) comprised of:

- Upfront cash of A\$75.2 million (£36.9 million)

¹ Dream Car Giveaways Limited is a wholly owned subsidiary of MDM Holdings (Midlands) Limited, a privately held company beneficially owned by its three founding directors, all of whom form part of the DCG management team.

² Based on exchange rate of £0.49 = A\$1.00.

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- Equity component of A\$10.2 million (£5.0 million)
- Earnout payment of up to A\$24.5 million (£12.0 million) payable post 31 December 2026, subject to achieving certain revenue growth and earnings hurdles.

Based on adjusted EBITDA³ of £8.3 million for the 12 months ended 30 April 2025, the enterprise value represents an acquisition multiple of approximately 6.5x adjusted EBITDA³.

Customary completion adjustments including settlement of shareholder loans, working capital adjustments and available cash totalling approximately A\$24.3 million (£11.9 million) was also paid on completion, resulting in total upfront cash consideration of A\$99.5 million (£48.8 million). Total consideration including the equity and maximum deferred earnout components is A\$134.2 million (£65.8 million). On completion, DCG is expected to have ~A\$22.4 million (~£11.0 million) of cash.

Jumbo will fund the transaction via a combination of A\$17.9 million (£8.8 million) in existing cash, the issuance of A\$10.2 million (£5.0 million) in new JIN shares and the draw down of A\$81.6 million (£40 million) in debt under an upsized and amended debt facility with its current lender.

Upsized debt facility

Jumbo has successfully upsized and amended its debt facility with its existing banking partner, ANZ. Under the new financing arrangements, Jumbo now has access to a A\$120 million committed facility, compared to the previous structure comprising a A\$50 million committed facility and a A\$30 million uncommitted accordion.

The enhanced facility provides greater funding capacity and increased flexibility to support Jumbo's growth strategy, including the funding of the DCG acquisition and future strategic growth opportunities.

Financial performance⁴

For the 12 months ended 30 April 2025, DCG generated:

- A\$118.2 million (£57.9 million) in Total Transaction Value (**TTV**)
- A\$36.5 million (£17.9 million) in Revenue⁵
- A\$16.9 million (£8.3 million) of adjusted EBITDA³

The acquisition is expected to deliver double digit Earnings Per Share (**EPS**) accretion in the first 12 months post-completion.

The current DCG management team will remain in place with the three Directors and founders continuing to lead the business through the earn-out period ending 31 December 2026. DCG management will report into Tam Watson (Head of Operations - UK) and its business performance will be reported separately in the Group's financial results.

³ Based on the reported EBITDA for the 12 months ended 30 April 2025 from management accounts (unaudited); Reported EBITDA was adjusted for £0.6m of one-off impacts.

⁴ Based on management accounts (unaudited).

⁵ Ticket sales net of prizes (prizes are considered as a consideration paid to the customer under IFRS 15). Revenue recognition remains subject to external audit review.

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FY26 Outlook

The Group's FY26 outlook disclosed at Jumbo's FY25 Results on 26 August 2025 remains unchanged except for the following items:

- The FY26 underlying EBITDA contribution from DCG is expected to be in the range of £7.0 million to £7.3 million⁶, reflecting a contribution for approximately eight and half months. On an annualised bases this is equivalent to 20% to 25% growth in underlying EBITDA on the pcip.
- In addition, following the acquisition of DCG, the Group's targeted dividend payout ratio of 65% to 85% of statutory NPAT will be reviewed by the Board. A further update will be provided at the Annual General Meeting on 11 November 2025, with any changes to the dividend to take effect from 1H26.

Further information

Further details are set out in the Investor Presentation released to the ASX today. The Investor Presentation contains important information which should be read in conjunction with this announcement.

Analyst and Investor briefing

Jumbo Managing Director, CEO and Founder Mike Veverka, Head of Operations - UK Tam Watson, and CFO Jatin Khosla will host a conference call today at 9.30am (Brisbane/AEST) in relation to this announcement.

To register to access the webcast please click on the following link:

[Strategic acquisition of Dream Car Giveaways](#)

To register to access the conference call please click on the following link:

<https://s1.c-conf.com/diamondpass/10050728-zyku3x.html>

- Ends -

Authorised for release by the Board of Directors.

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About Jumbo Interactive

Jumbo is a digital lottery specialist, providing our proprietary lottery software platforms and lottery management expertise to the charity and government lottery sectors in Australia and globally. Our mission is to *create positive social impact through making lotteries easier* and our vision is to become the *number one choice in digital lottery and services* around the world.

⁶ Based on management accounts, subject to external audit review.



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Jumbo was founded by Managing Director and CEO Mike Veverka in 1995 with a single computer. Since then, it has matured into a leading digital lottery retailer and lottery software provider with over 250 employees across Australasia, the United Kingdom (UK) and Canada. In FY25, Jumbo helped raise over \$290m for good causes for our charity partners. Jumbo was listed on the ASX in 1999.

About Dream Car Giveaways

Dream Car Giveaways is a UK-based competition platform where participants can enter to win high-value prizes, including luxury cars, cash, tech gadgets, and more. Tickets for these competitions start from just £0.15, offering an affordable chance to win big. For more information, visit www.dreamcargiveaways.co.uk.