

25 September 2025

Future plc Pre-Close Trading Update

Future plc (LSE: FUTR; “Future” or “the Group”), the global platform for specialist media, today announces a pre-close trading update covering the year ending 30 September 2025.

The Group remains on track to achieve market expectations for adjusted operating profit for FY 2025¹ with organic revenue performance in the period broadly as expected.

In B2C, direct digital advertising is set to grow in H2 in both the US and UK, despite continued volatility and challenging market backdrop. Programmatic advertising continues to be soft, but with an improving performance in H2. As expected, eCommerce affiliates revenues declined in H2, impacted by lower audience. Magazines revenues remained resilient, delivering a robust performance.

After a standout FY 2024, performance of Go.Compare has moderated, reflecting the expected slow-down in the car insurance market and weaker home insurance market. This softness has been partially offset by improved conversion driven by a more efficient platform.

B2B’s performance remains soft but with an improving trend compared to the first half. The market in B2B remained mixed, with softness continuing in enterprise technology offsetting progress in other verticals.

Alongside good strategic progress, the Group continues to maintain its strong financial characteristics of attractive profit margin and good cash generation.

As previously announced, Future will host an investor webinar on 26 September 2025, focused on insight into new product initiatives that support our strategy to scale our platform effect. You can register to attend the webinar on this [link](#). The replay will be made available after the event on our investor website [here](#).

Future will announce its full-year results on 4 December 2025, covering the Group’s strategy and financial framework.

¹ Company-compiled consensus for FY 2025: Revenue of £743.2m (with a range of £732.0m to £771.9m) and Adjusted Operating Profit of £205.6m (with a range of £197.0m to £207.9m)

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About Future

We are the platform for creating and distributing trusted, specialist content, to build engaged and valuable global communities. We operate c.200 brands in diversified content verticals, with multiple market leading positions and three core monetisation frameworks: advertising, eCommerce affiliate and direct consumer monetisation (subscriptions and newstrade magazine sale). Our content is published and distributed through a range of formats including websites, email newsletters, videos, magazines and live events. The successful execution of our strategy is focused on three pillars: grow engaged audience, diversify and grow revenue per user and optimise the portfolio.