January *to* December 2024

# SHAREHOLDERS' REPORT FY24

one great studio

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# FY 2024 REPORT SUMMARY

One Great Studio Company Limited (1GS) experienced a transformative year in 2024, marked by strategic shifts and operational enhancements. With total revenue reaching J$342 million, the company reported a strong financial position with robust cash reserves and diligent operational management for FY 2024.

**J$342M** Revenue

**J$36M** Net Profit

**12%** Operating Profit Margin

**$.02** EPS

| Income Statement | | |
|---|---|---|
| J$M | FY 2024 (Audited) | FY 2023 (Audited) |
| Revenue | 342 | 461 |
| Operating Profit | 41 | 136 |
| Net Profit | 36 | 79 |

For the year ended December 31, 2024, One Great Studio (1GS) reported J$342 million in Revenues, with Net Profits of J$36 million.

**$678M** Total Assets

**$609M** Total Equity

**5x** Cash Ratio (inc. invs.)

| Balance Sheet | | |
|---|---|---|
| J$M | FY 2024 (Audited) | FY 2023 (Audited) |
| Cash & Short-Term Investments | 260 | 265 |
| Total Assets | 678 | 649 |
| Total Liabilities | 69 | 57 |
| Total Debt | 16 | 23 |
| Total Equity | 609 | 592 |

The company reported Total Assets of J$678 million, up from J$649 million at the end of 2023. Total equity increased by J$17 million, or 3%, while Total Liabilities increased by J$12 million, or 21%.

## Credit Quality, Liquidity, & Cashflow

At the end of the period, our cash resources (cash and investment) totalled J$260 million. The company's balance sheet currently shows only J$16 million in debt, reduced from J$23 million at the same time last year.

Total Clients Served **130**

Average Client Spend **$2.6 Million**

% Revenue from Retainers **82%**

# SHAREHOLDERS' REPORT & MD&A

Operating in an evolving business environment, 1GS maintained a strong financial position, with total assets growing to J$678.42 million and shareholders' equity rising to J$609.15 million.

| Income Statement (J$M) | FY 2024 (Audited) | FY 2023 (Audited) |
|---|---|---|
| Total Revenue | 342.32 | 461.05 |
| Gross Profit | 128.49 | 215.52 |
| Net Profit | 35.68 | 79.08 |
| Earnings Per Share (EPS) | 0.02 | 0.06 |

Total Revenue for the year attained was J$342 million marked by strong client metrics, 82% of which came from retainers. Additionally, 69% of Total Revenue was generated outside Jamaica, highlighting the company's international market presence. The company's revenue diversification strategy continued to make progress with SEO services contributing J$216 million and all other business lines delivering $126 million, a 19% increase, during the period. Key financial indicators reflect stable performance, with Gross Profit reaching J$128.49 million, Net Profit recorded at J$35.68 million, and Earnings Per Share (EPS) of J$0.02.

## Diversified Revenue Streams

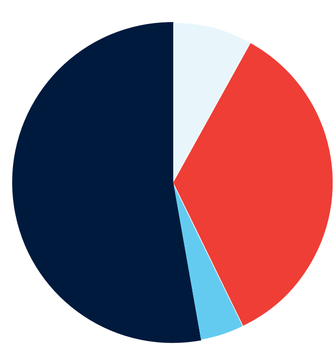
Looking forward, 1GS remains committed to expanding its market reach, optimising operational efficiencies, and driving innovation. The company's focus on a multi-brand strategy and enhanced digital solutions positions it for sustained growth in 2025 and beyond. The company continues its growth strategy of developing and implementing its vision of a dynamic "House of Brands" with a path to become the Caribbean's largest, most competent, and profitable marketing agency. Expanding the portfolio allows different brands to focus on distinct niches in various locations, enhancing market presence and long-term sustainability. This approach fosters innovation, diversifies revenue streams, and positions 1GS for continued success in an evolving marketplace.

The company maintained a sharp focus ensuring its high-value services remained the primary drivers of performance. The SEO business line stood out as the dominant revenue contributor to the company. Given new trends within

### 2024 Key Client Metrics

| | |
|---|---|
| Total Clients Served | 130 |
| Average Annual Client Spend | $2.6M |
| % Revenue from Retainers | 82% |

### % Revenue by Region



North America 52.6%

Jamaica & Caribbean 34.7%

Asia & Oceania 8.3%

Europe 4.5%

the industry, 1GS continues to diversify its product and service offerings and other revenue streams including Web & App development, which followed as the second-largest segment. Meanwhile, strategically significant yet smaller segments, Digital, Branding & Creative, and Video Production, continued to play a vital role in the company's diversified service portfolio.

## Global Reach

In 2024, 1GS proudly served 130 clients, with an impressive average annual client spend of J$2.6 million. Reinforcing the company's strong international presence, 69% of revenues in FY 2024 were generated outside Jamaica, underscoring a well-diversified global footprint. North America led with 52.6% of total revenue, followed by the Caribbean at 34.7%, Asia & Oceania at 8.3%, and Europe at 4.5%. As of December 31, 2024, client concentration risk remained low, with the top three clients collectively contributing approximately 12% of Total Revenue, while no single client accounted for more than 5.6%. Whilst the SEO business line decreased by 39.0%, all other business lines combined saw an increase of 19.0% contributing to a solid profit margin of 12%.

## Operational Discipline & Strategic Investments

1GS maintained its focus on operational efficiency and strategic investments. A strong Gross Profit Margin, sustained by the performance of core services, reinforced overall profitability. At the same time, strategic cost-control measures supported an efficient Operating Profit Margin, ensuring operational stability. Investments in talent and marketing, reflected in Administrative & General Expenses, remained a priority, reinforcing the company's long-term growth trajectory. By balancing disciplined cost management with continued investment in high-performing services, the company remains well-positioned for sustained growth and resilience in an evolving market.

## Balance Sheet Analysis: Financial Resilience

| Balance Sheet (J$M) | Dec 2024 (Audited) | Dec 2023 (Audited) |
|---|---|---|
| Total Assets | 678.42 | 649.38 |
| Current Assets | 304.95 | 307.44 |
| Cash + Short Term Investments | 259.72 | 265.36 |
| Non-Current Assets | 373.47 | 341.94 |
| Total Liabilities | 69.27 | 57.35 |
| Current Liabilities | 50.80 | 39.05 |
| Non-Current Liabilities | 18.47 | 18.29 |
| Shareholders' Equity | 609.15 | 592.04 |

With Total Assets increasing by 4.47% to J$678.42 million. Additionally, Shareholders' Equity grew from J$592.04 million to J$609.15 million, underscoring the company's stability. While Total Liabilities rose by 20.79%, a well-managed balance sheet ensures that 1GS retains the financial flexibility to pursue future opportunities.

A key highlight is the company's robust cash position, with J$259.72 million in cash and short-term investments providing ample liquidity to sustain operations and invest in organic and inorganic growth. Additionally, strategic investments and disciplined financial management reinforce the company's long-term expansion strategy.

## Strategic Initiatives

As 1GS moves forward, the focus will be on revitalising revenue growth while maintaining operational discipline. The strong performance of SEO and Web & Apps suggests a strategic opportunity to further expand in these areas, while continued investment in branding, video, and digital marketing will provide long-term diversification.

1GS has demonstrated its ability to adapt, optimise, and invest wisely, ensuring that its foundation remains solid. With a clear focus on financial stability, the company is well-positioned to continue building its momentum in the coming year as it focuses on:

- **Diversification:** Investing in and expanding its brand offerings through its "House of Brands" strategy,
- **Shared Services Model:** Investing in its shared services model as it seeks to ensure a powerful back office that supports diversification and expansion,
- **Continued Leveraging of AI:** Drive operational and service delivery efficiencies,
- **Market Expansion:** Increasing international client acquisition in Europe, North America and the Caribbean.

## Subsequent Events

### Acquisition of DRT Communications Limited (February 2025)

In February 2025, 1GS successfully completed the acquisition of DRT Communications Limited, a leading public relations, media monitoring, and strategic communications firm, for a total consideration of $115 million. This acquisition aligns with 1GS's long-term vision to create a comprehensive digital-first agency.

### Strategic Fit

This acquisition enriches 1GS's service portfolio by seamlessly integrating public relations, media monitoring, and corporate communications. It solidifies its position in the Caribbean market, offering expanded reach and influence. Moreover, it aligns perfectly with 1GS's "House of Brands" strategy, driving greater operational efficiencies across the board.

## A Great Year Ahead

One Great Studio Company Limited successfully navigated 2024 with a focus on strategic growth and operational resilience. While industry dynamics continue to evolve, 1GS remains well-positioned to leverage its expertise, innovative service offerings, and strong financial foundation to drive long-term value for stakeholders. The acquisition of DRT Communications represents a significant step forward in diversifying revenue streams and reinforcing market leadership. 1GS continues to focus on growth through synergies across the existing group and through potential regional acquisition opportunities.

The company remains committed to delivering excellence, expanding its global footprint, and enhancing shareholder value in 2025 and beyond.

**A big shoutout to our Board, shareholders, team, and clients—your unrelenting support means the world to us! Thank you!**

# TOP 10 LARGEST SHAREHOLDERS AS AT DECEMBER 31, 2024

| Shareholder | Number of Shares |
|---|---|
| QVRFL Holdings Limited [1] | 508,527,648 |
| EZ4712 Holdings Limited [2] | 341,164,764 |
| Barita Investments Limited | 203,744,635 |
| Young Tigers Holdings Limited | 71,411,004 |
| GoGo Search Ventures Limited | 68,875,020 |
| Operor Auctus Limited | 55,817,692 |
| JCSD Trustee Services Limited A/C Barita Unit Trust Capital Growth Fund | 36,581,124 |
| Jorden Investments Limited | 35,818,000 |
| Marc & Cheyenne-Kari Gayle | 33,780,730 |
| Nicholas & Ruth Browne | 25,417,476 |
| **Total** | **1,381,138,093** |

[1] The legal and beneficial owners of QVRFL Holdings Limited are Djuvane Browne and Rachel Browne.
[2] The legal and beneficial owner of EZ4712 Holdings Limited is Gina DeLisser.

# DIRECTORS' & MANAGEMENT TEAM'S INTERESTS IN ORDINARY SHARES AS AT DECEMBER 31, 2024

| Directors | Shareholdings | Connected Shareholdings |
|---|---|---|
| Djuvane Browne | | 508,527,648 |
| Rachel Browne | | 508,527,648 |
| Gina DeLisser | 2,981,800 | 341,164,764 |
| John Bailey | | 35,818,000 |
| Simone Bowie Jones | 23,054,400 | |
| Marc Ramsay | | 55,817,692 |
| Jacqueline Sharp | 6,000,000 | - |
| **Senior Managers** | **Shareholdings** | **Connected Shareholdings** |
| Djuvane Browne | | 508,527,648 |
| Gina DeLisser | 2,981,800 | 341,164,764 |
| Laurian Evelyn | 1,344,613 | 71,411,004 |
| Robert Evelyn | 1,400,000 | 71,411,004 |
| Hannah Newland | 210,000 | |