

Brave Bison Group PLC (BBSN:LN)



London
Stock Exchange

Technology/Computer Services

Price: 3.10

Report Date: June 24, 2025

Business Description and Key Statistics

Brave Bison Group plc is a United Kingdom-based digital media, marketing and technology company. Its three connected divisions are Brave Bison, SocialChain and Sport & Entertainment. Brave Bison is its digital marketing and technology division that partners with businesses that are looking to leverage digital advertising channels to drive sales and grow online. AudienceGPT is its artificial intelligence (AI) tool. Its AdStudio product uses AI to create large volumes of high performing advertising content for use on social media platforms like Meta and TikTok. SocialChain is its creative and strategy division. It works with global advertisers to build their brands on social media and help them to gain access to new, younger audiences. Sport & Entertainment division owns and operates a network of social-media channels on platforms like YouTube, Meta and TikTok. Its solutions include organic performance, paid performance, social and influencer, sports marketing, and growth consultancy.

Website: <https://bravebison.io/investors/corporate-governance/>

ICB Industry: Technology

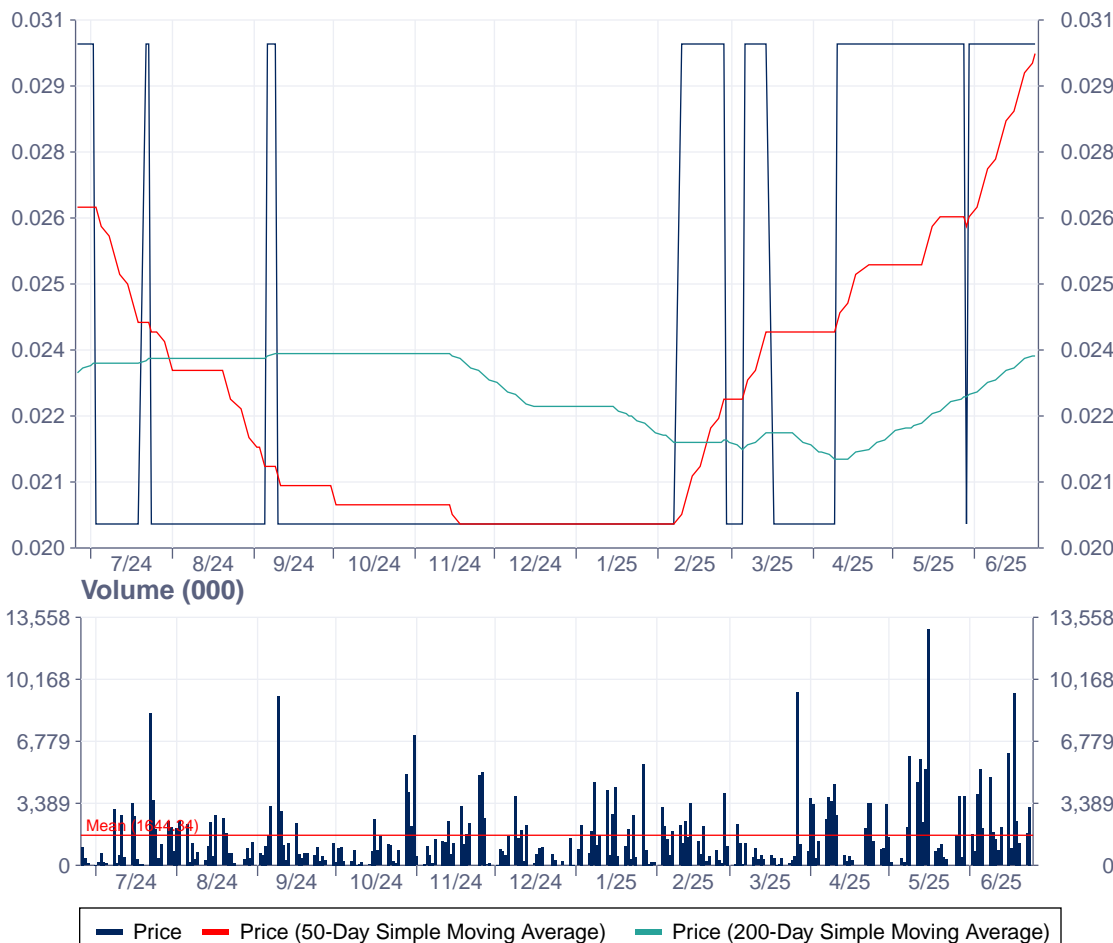
ICB Subsector: Computer Services

Address: 2 Stephen Street
LONDON W1T 1AN
GBR

Employees: 192

	Current	YTY % Chg
Revenue LFY (M)	33	-8.1
EPS Diluted LFY	0.00	-29.4
Market Value (M)	40	
Shares Outstanding LFY (000)	1,291,814	
Book Value Per Share	0.02	
EBITDA Margin %	7.30	
Net Margin %	9.4	
Long-Term Debt / Capital %	6.9	
Dividends and Yield TTM	- %	
Payout Ratio TTM %		
60-Day Average Volume (000)	2,638	
52-Week High & Low	0.03 - 0.02	
Price / 52-Week High & Low	1.00 - 1.59	

Price, Moving Averages & Volume



Brave Bison Group PLC is currently trading at 3.10 which is 10,233.3% above its 50 day moving average price of 0.03 and 15,400.0% above its 200 day moving average price of 0.02.

BBSN:LN is currently 9,900.0% above its 52-week high price of 0.03 and is 15,797.4% above its 52-week low price of 0.02. Over the past 52-weeks, BBSN:LN is up 21.6% while on a calendar year-to-date basis it is up 49.4%.

The Relative Strength Index (RSI) indicator for BBSN:LN is currently 72.89. An RSI value of 70 and above is considered overbought and 30 and below oversold.

Brave Bison Group PLC (BBSN:LN)



London
Stock Exchange

Technology/Computer Services

Price: 3.10

Report Date: June 24, 2025

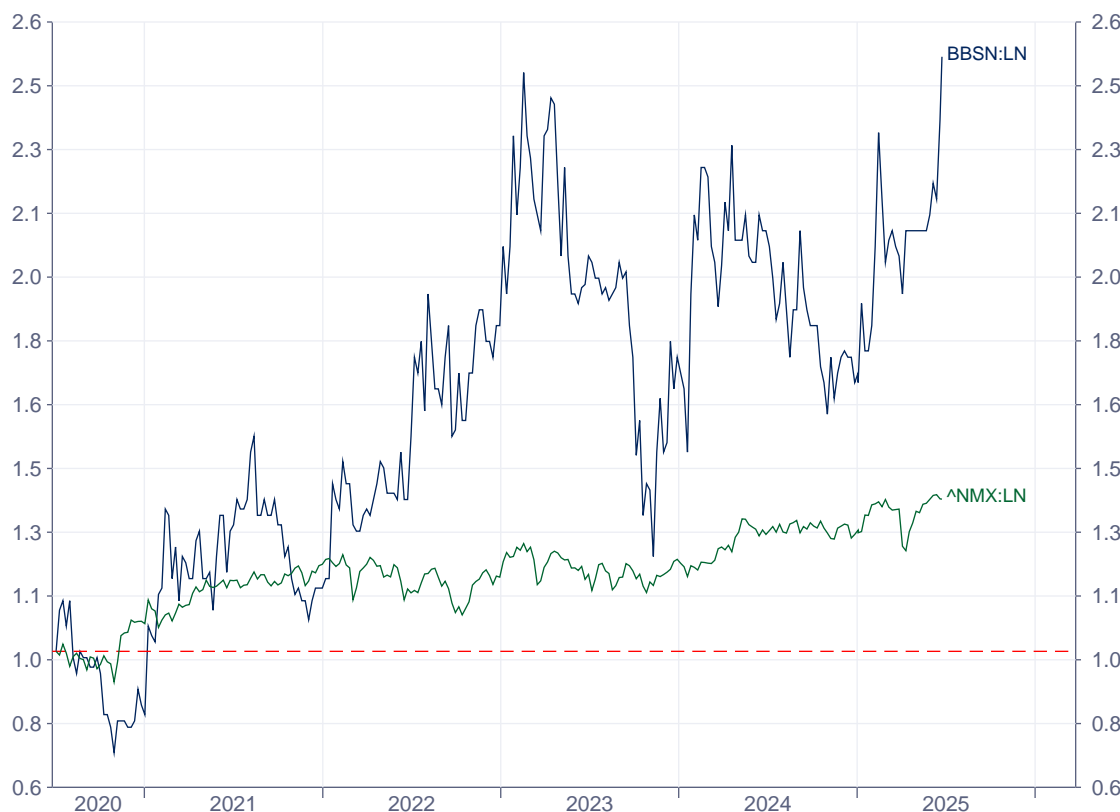
Price Performance, Technical Indicators & Risk Metrics

Price Performance	% Change	Difference vs FTSE 350	Technical Indicators	
1-Day %	6.90	6.77	50-Day Average Price	0.03
1-Week %	10.71	11.41	Price / 50-Day Average	1.17
4-Week %	21.57	21.54	200-Day Average Price	0.02
52-Week %	21.57	16.06	Price / 200-Day Average	1.31
Quarter-to-Date %	25.25	22.34	RSI - Relative Strength Index	72.89
Year-to-Date %	49.40	42.74	Risk Metrics	
Last Month %	0.00	-3.56	Price Volatility	0.00
Last Quarter %	19.28	15.63	Sharpe Ratio	0.17
Last Calendar Year %	-3.49	-9.04	Sortino Ratio	0.31

5-Year Price Performance vs. FTSE 350

Brave Bison Group PLC
FTSE 350 Index

Current: 2.54 CAGR: 20.6%
Current: 1.39 CAGR: 6.9%



Over the past five years, Brave Bison Group PLC's stock price is up 154.1% which is 114.7% above the FTSE 350 Index performance of 39.4% over the same period. Brave Bison Group PLC's cumulative annualized growth rate (CAGR) over the five year period has been 20.6% while that of the FTSE 350 Index has been 6.9%.

Over the past year, Brave Bison Group PLC's stock price performance of 21.6% has outperformed that of the FTSE 350 Index by 16.1%. On a year-to-date basis, Brave Bison Group PLC's stock price performance of 49.4% has outperformed the FTSE 350 Index by 42.7%.

Over the past week, Brave Bison Group PLC's stock price performance of 10.7% has outperformed that of the FTSE 350 Index by 11.4%.

Brave Bison Group PLC (BBSN:LN)



London
Stock Exchange

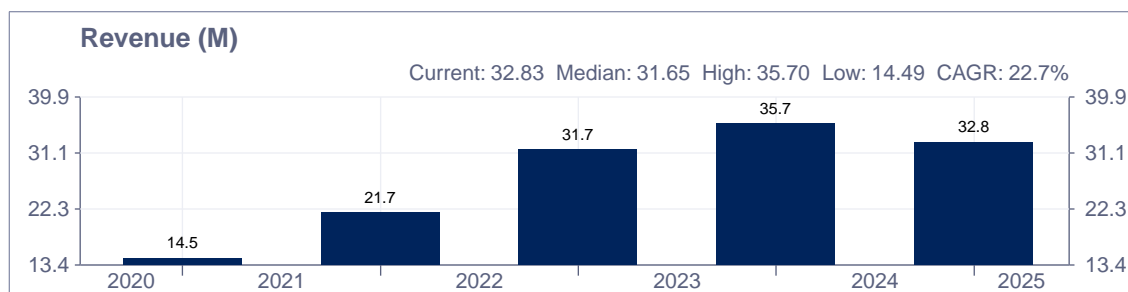
Technology/Computer Services

Price: 3.10

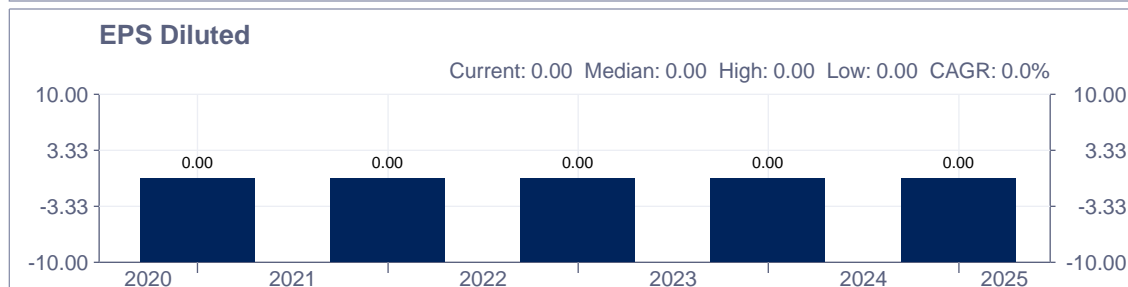
Report Date: June 24, 2025

Growth and Profitability Metrics

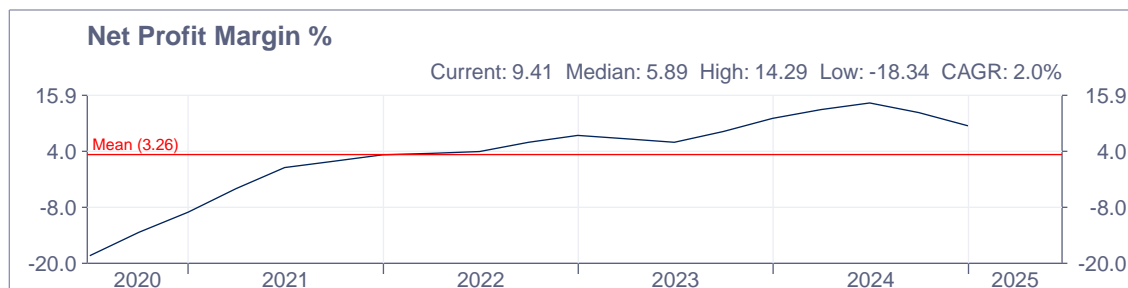
Historical Growth	3-Year	5-Year	10-Year	Profitability	Current	5-Year Average	10-Year Average
Revenues %	14.9	14.3	14.2	Gross Margin %	65.0	46.0	42.9
Revenues Per Share %	-9.2	-3.7	-9.6	EBITDA Margin %	7.3	1.2	-41.5
EBITDA %	63.3	999.9	999.9	Pre-Tax Margin %	5.9	-1.1	-60.0
EPS Diluted %	29.8	999.9	999.9	Net Margin %	9.4	3.3	-25.0
Free Cash Flow %	-43.4	999.9	999.9	Return on Equity %	14.3	3.2	-20.5
Cash from Operations %	-25.9	999.9	999.9	Return on Capital %	14.3	3.0	-20.4
Book Value %	33.3	29.3	-21.9	Return on Assets %	9.9	3.9	-9.7



Brave Bison Group PLC's cumulative annualized revenue growth rate over the charted period is 22.7%. This compares to cumulative annualized growth of 14.9% over the past 3 years.



Brave Bison Group PLC's cumulative annualized EPS growth rate over the charted period is 0.0%. This compares to cumulative annualized growth of 29.8% over the past 3 years.



Brave Bison Group PLC's net profit margin of 9.4% is 6.1% above the period's mean net margin of 3.3%. During the charted period, the observed net profit margin high and low were 14.3% and -18.3% respectively.



Brave Bison Group PLC's return on equity of 14.3% is 11.1% above the period's mean return on equity of 3.2%. During the charted period, the observed ROE high and low were 40.9% and -84.7% respectively.

Brave Bison Group PLC (BBSN:LN)



Technology/Computer Services

Price: 3.10

Report Date: June 24, 2025

Valuation Metrics

	Current	5-Year Median	10-Year Median		Current	5-Year Median	10-Year Median
Price / EPS TTM	14.0	13.5	99.9	Earnings Yield %	8.50	7.42	-10.77
Price / Sales	1.3	0.7	0.6	Free Cash Flow Yield %	1.68	3.33	0.00
Price / Operating Cash Flow	12.0	10.3	50.2	Dividend Yield %			
Price / Book Value	1.9	2.5	1.9	Enterprise Value / EBITDA	14.1	15.0	50.0

Price / EPS TTM



Brave Bison Group PLC is trading at 14.03 times its EPS generated during the latest fiscal year. This multiple is above the historically observed median of 13.46, while high and low observations have been 99.90 and 5.91.

Price / Sales



Brave Bison Group PLC is trading at a Price to Sales ratio of 1.32 based on sales generated during the latest fiscal year. This ratio is above the historically observed median ratio of 0.69, while high and low observations have been 1.32 and 0.41.

Price / Book Value



Brave Bison Group PLC is trading at a Price to Book ratio of 1.88 based on book value at the latest fiscal year end. This ratio is below the historically observed median of 2.51, while high and low observations have been 13.51 and 1.27.

Free Cash Flow Yield %



Brave Bison Group PLC has a Free Cash Flow Yield of 1.68% based on free cash flow generated during the latest fiscal year. This value is below the historically observed median yield of 3.33%, while high and low observations have been 24.37 and 0.00.

Brave Bison Group PLC (BBSN:LN)



Technology/Computer Services

Price: 3.10

Report Date: June 24, 2025

Dividends Data

Dividends Per Share TTM		Payout Ratio TTM %		%	Dividend Yield TTM %	%
Rate	Ex Date	Record Date	Payment Date	Currency	Note	
0.000	29-05-2025	30-05-2025	01-07-2025	GBP		

Dividend Growth and Yield

Brave Bison Group PLC (BBSN:LN)

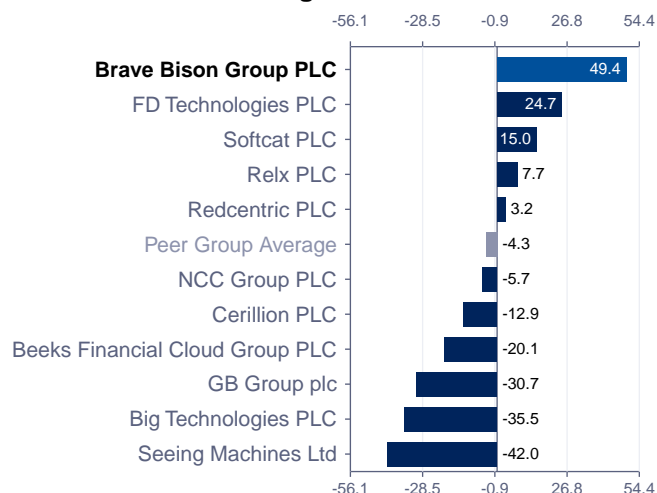
Technology/Computer Services

Price: 3.10

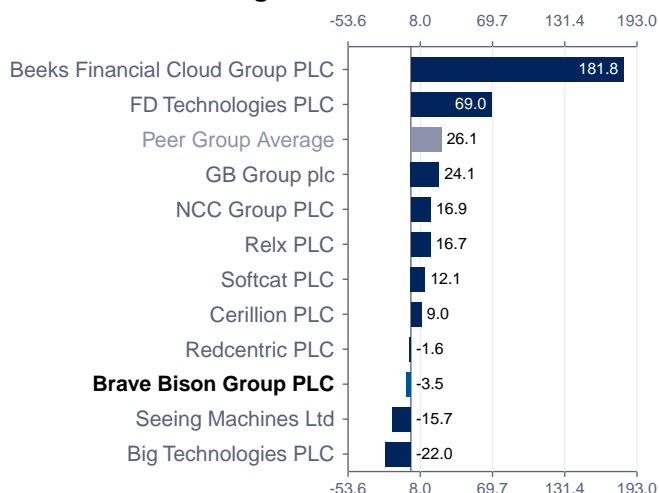
Report Date: June 24, 2025

ICB Subsector Peer Comparisons

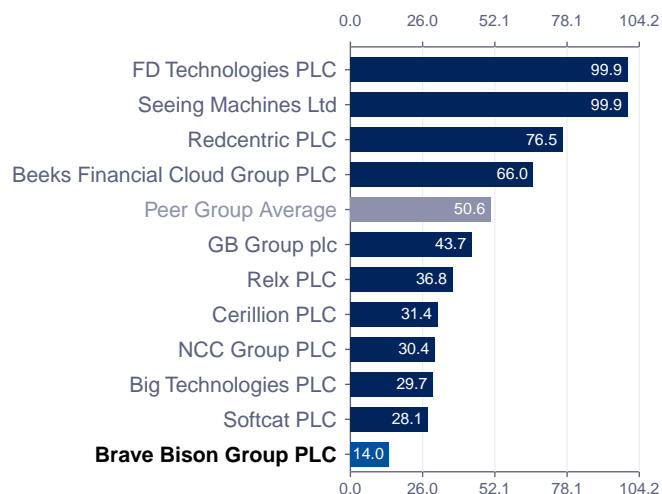
Price Change Year to Date %



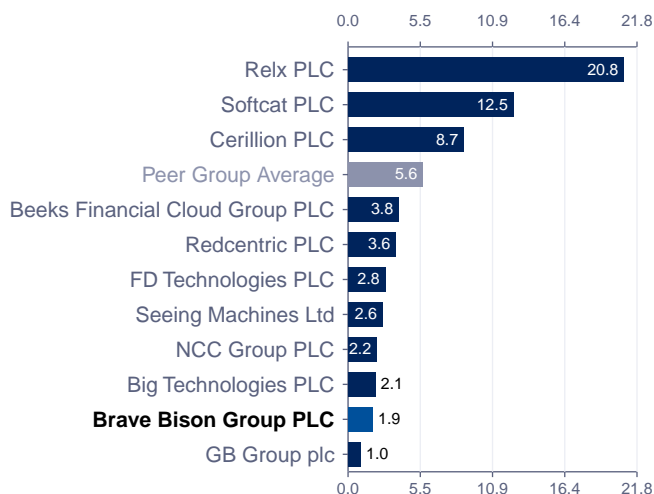
Price Change Last Calendar Year %



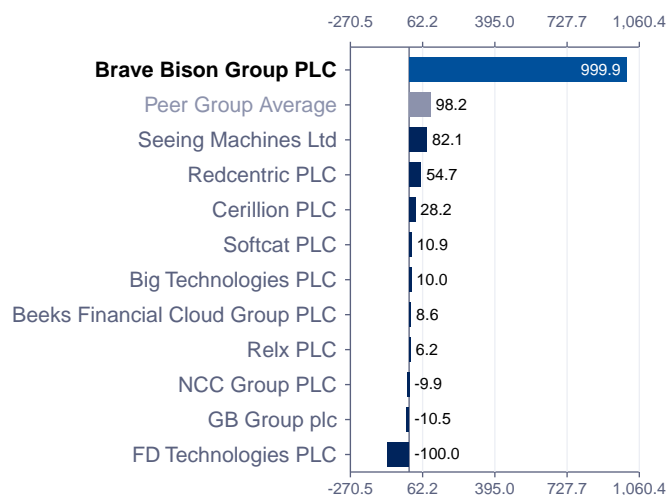
Price / EPS TTM



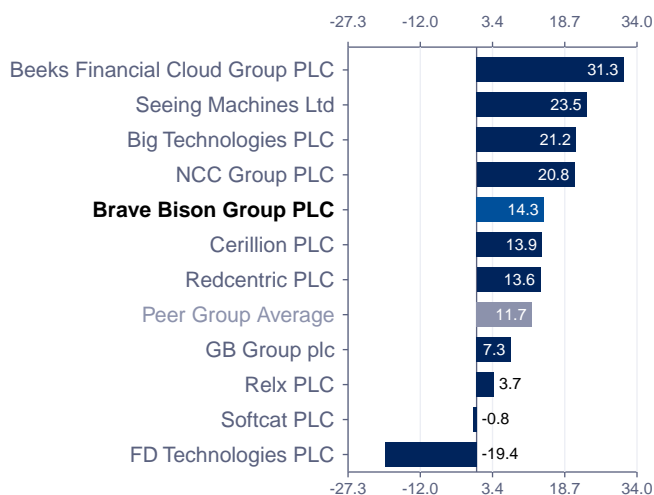
Price / Book Value



EPS 5-Year Growth Rate %



Revenue 5-Year Growth Rate %



Brave Bison Group PLC (BBSN:LN)



Technology/Computer Services

Price: 3.10

Report Date: June 24, 2025

Abbreviations:

CAGR	- Cumulative annual growth rate.
EBIT	- Earnings before interest and taxes.
EBITDA	- Earnings before interest, taxes, depreciation & amortization.
LFY	- Last fiscal year
M	- Million
LON	- London Stock Exchange

Definitions:

Market Value - Weekly Price times latest Shares Outstanding times any applicable ADR factor.

Revenue - Sum of the last four quarters of Revenues.

Revenue Per Share - Sum of the last four quarters of Total Revenue divided by Weighted Average Shares Outstanding.

Normalized EPS LFY - EPS excluding non-recurring, non-operating items, fiscal year aligned TTM value.

60-Day Average Volume (000) - The average of the last 60 daily volume values in thousands of shares.

Price 52-Week High - The high closing price from the last 52 weeks of daily closing prices.

Price 52-Week Low - The low closing price from the last 52 weeks of daily closing prices.

Price / 52-Week High - Latest price divided by the high price from the past 52 weeks of daily closing prices.

Price / 52-Week Low - Latest price divided by the low price from the past 52 weeks of daily closing prices.

50-Day Average Price - Mean of last 50 daily closing prices.

200-Day Average Price - Mean of last 200 daily closing prices.

Price / 50-Day Average Price - Latest closing price divided by mean of last 50 daily closing prices, as a percentage.

Price / 200-Day Average Price - Latest closing price divided by mean of last 200 daily closing prices, as a percentage.

Relative Strength Index - Relative Strength Index or RSI measures the magnitude of gains over a given time period against the magnitude of losses over that period. The equation is $RSI = 100 - 100 / (1 + RS)$ where $RS = (\text{total gains} / n) / (\text{total losses} / n)$ and n = number of RSI periods. In this item, 14 days is used and one year of daily prices are considered. A value of 30 or below may imply oversold and 70 or above may imply overbought.

Price Volatility - The standard deviation of the last 20 days of daily closing prices.

Sharpe Ratio - The 5 year average of the excess monthly return over the risk - free rate(1 - month T - bill) over the 5 year standard deviation of the same series.

Sortino Ratio - The same calculation as the Sharpe Ratio but with positive excess returns set to zero for the standard deviation denominator, so only negative volatility weighs in.

Dividends Per Share TTM - Sum of the last four quarters of Dividends Per Share.

Payout Ratio - Dividends Per Share TTM divided by Normalized EPS TTM.

Dividend Yield TTM % - Sum of the last four quarter of Dividends Per Share divided by Weekly Price.

EBITDA - Sum of the last four quarters of EBITDA (Operating Income + Depreciation & Amortization).

Free Cash Flow - Sum of the last four quarters Net Cash from Operations minus Capital Expenditures (Purchase of Property, Plant & Equipment), from the Cash Flow Statement.

Book Value Per Share - Total Common Equity last quarter divided by Shares Outstanding last quarter.

Gross Margin % - Sum of the last four quarters Gross Profit divided by the sum of the last four quarters Revenues.

EBITDA Margin % - Sum of the last four quarters EBITDA divided by the sum of the last four quarters Revenues.

Pre-Tax Margin % - Sum of the last four quarters of Earnings Before Taxes divided by sum of the last four quarters Revenues.

Net Profit Margin % - Sum of the last four quarters of Normalized EPS divided by sum of the last four quarters Revenues Per Share.

Return on Equity % - Sum of the last four quarters of Normalized EPS divided by the average of the last four quarters Book Value.

Return on Capital % - Sum of the last four quarters of Normalized EPS divided by the average of the last four quarters Total Capital Per Share.

Return on Assets % - Sum of the last four quarters of Normalized EPS divided by the average of the last four quarters Total Assets Per Share.

Price / EPS TTM - Weekly Price divided by the sum of the last four quarters of Normalized EPS (capped at 99.9).

Price / Sales - Weekly Price divided by Revenues Per Share TTM.

Price / Book Value - Weekly Price divided by Book Value Per Share last quarter. Book Value Per Share is Total Common Equity last quarter divided by Shares Outstanding last quarter (capped at 49.9).

Free Cash Flow Yield % - Free Cash Flow Per Share TTM divided by Weekly Price.

Enterprise Value - Market Value plus Total Debt last year plus Preferred Equity last year minus Cash & Cash Equivalents last year.

Enterprise Value / Sales - Enterprise Value divided by the sum of the last four quarters of Revenue.

Enterprise Value / EBITDA - Enterprise Value divided by EBITDA TTM.

Enterprise Value / EBIT - Enterprise Value divided by trailing four quarters of Operating Income.

Enterprise Value / Free Cash Flow - Enterprise Value divided by the sum of the last four quarters of Free Cash Flow.

Russell 1000 Index - The largest 1,000 stocks by market cap, the index comprehensively covers the US large cap universe.

EPS 5-Year Growth Rate % is capped at 999.9%.

Revenue 5-Year Growth Rate % is capped at 999.9%.

Brave Bison Group PLC (BBSN:LN)



Technology/Computer Services

Price: 3.10

Report Date: June 24, 2025

Disclaimer:

© 2025 London Stock Exchange Group plc and its applicable group undertakings (the "LSE Group"). The LSE Group includes (1) FTSE International Limited ("FTSE"), (2) Frank Russell Company ("Russell"), (3) FTSE Global Debt Capital Markets Inc. and FTSE Global Debt Capital Markets Limited (together, "FTSE Canada"), (4) MTSNext Limited ("MTSNext"), (5) Mergent, Inc. ("Mergent"), (6) FTSE Fixed Income LLC ("FTSE FI") and (7) The Yield Book Inc ("YB"). All rights reserved.

FTSE Russell® is a trading name of FTSE, Russell, FTSE Canada, MTSNext, Mergent, FTSE FI, YB. "FTSE®", "Russell®", "FTSE Russell®", "MTS®", "FTSE4Good®", "ICB®", "Mergent®", "The Yield Book®" and all other trademarks and service marks used herein (whether registered or unregistered) are trademarks and/or service marks owned or licensed by the applicable member of the LSE Group or their respective licensors and are owned, or used under licence, by FTSE, Russell, MTSNext, FTSE Canada, Mergent, FTSE FI, YB. FTSE International Limited is authorised and regulated by the Financial Conduct Authority as a benchmark administrator.

All information is provided for information purposes only. All information and data contained in this publication is obtained by the LSE Group, from sources believed by it to be accurate and reliable. Because of the possibility of human and mechanical error as well as other factors, however, such information and data is provided "as is" without warranty of any kind. No member of the LSE Group nor their respective directors, officers, employees, partners or licensors make any claim, prediction, warranty or representation whatsoever, expressly or impliedly, either as to the accuracy, timeliness, completeness, merchantability of any information or of results to be obtained from the use of FTSE Russell indexes or data or the fitness or suitability of the FTSE Russell indexes or data for any particular purpose to which they might be put. Any representation of historical data accessible through FTSE Russell indexes or data is provided for information purposes only and is not a reliable indicator of future performance.

No responsibility or liability can be accepted by any member of the LSE Group nor their respective directors, officers, employees, partners or licensors for (a) any loss or damage in whole or in part caused by, resulting from, or relating to any error (negligent or otherwise) or other circumstance involved in procuring, collecting, compiling, interpreting, analysing, editing, transcribing, transmitting, communicating or delivering any such information or data or from use of this document or links to this document or (b) any direct, indirect, special, consequential or incidental damages whatsoever, even if any member of the LSE Group is advised in advance of the possibility of such damages, resulting from the use of, or inability to use, such information.

No member of the LSE Group nor their respective directors, officers, employees, partners or licensors provide investment advice and nothing contained in this document or accessible through FTSE Russell indexes or data, including statistical data and industry reports, should be taken as constituting financial or investment advice or a financial promotion.

No part of this information may be reproduced, stored in a retrieval system or transmitted in any form or by any means, electronic, mechanical, photocopying, recording or otherwise, without prior written permission of the applicable member of the LSE Group. Use and distribution of the LSE Group data requires a licence from FTSE, Russell, FTSE Canada, MTSNext, Mergent, FTSE FI, YB, and/or their respective licensors.