



Versant Acquires AI-Driven Financial Insights Platform to Support CNBC's Digital Platform Growth

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Acquisition strengthens Versant's ability to extend its core brands into digital platforms and services while enhancing CNBC's data-driven capabilities

NEW YORK--(BUSINESS WIRE)--Apr. 2, 2026-- Versant Media Group, Inc. (NASDAQ: VSNT) today announced it has acquired StockStory, an AI-powered platform delivering financial analysis, market insights, and stock recommendations, further building on the company's leadership in business news and personal finance.

The acquisition reflects Versant's continued expansion of its core businesses into digital platforms, evolving its business model and driving growth.

StockStory's AI-driven technology will strengthen CNBC's ability to provide data-driven insights with faster, more actionable analysis to help investors make informed investment decisions in real time.

"At Versant, we're focused on extending our core brands into new platforms and services to drive growth across our portfolio," said Deep Bagchee, Chief Product and Technology Officer for News at Versant. "This acquisition builds on that approach, adding capabilities that will enhance how we deliver insights and deepen engagement among retail investors across CNBC's digital offerings."

"We're proud of what our team has built at StockStory - a platform combining AI and data-driven insights to help investors make better decisions," said Adam Hejl, Founder and CEO of StockStory. "We're excited to join CNBC, a defining and deeply respected global brand, and contribute to its next chapter of digital growth."

StockStory's technology focuses on scalable analysis of public companies, combining data, machine learning, AI, and editorial frameworks to generate investment insights. These capabilities will further enhance the depth and quality of CNBC's coverage.

As part of the transaction, Adam Hejl will join Versant and report to Deep Bagchee, Chief Product and Technology Officer for News. StockStory's team will support ongoing product and technology initiatives, with an initial focus on enhancing CNBC's digital investing capabilities.

About Versant Media Group, Inc.

Versant Media Group, Inc. (NASDAQ: VSNT) is an industry-changing media and entertainment business and home to trusted brands that shape culture, inform audiences, and build lasting connections. It operates in four core markets: political news and opinion; business news and personal finance; golf and athletics participation; and sports and genre entertainment. These markets are served through a powerful portfolio of iconic and innovative brands, including MS NOW, CNBC, USA Network, Golf Channel, E!, SYFY and Oxygen, and complementary digital platforms Fandango, Rotten Tomatoes, GolfNow and GolfPass. Visit www.versantmedia.com for more information.

Caution Concerning Forward-Looking Statements

This press release includes statements that may constitute forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995, Section 27A of the Securities Act of 1933, and Section 21E of the Securities Exchange Act of 1934. In some cases, you can identify these statements by forward-looking words such as "may," "might," "would," "will," "should," "could," "expects," "plans," "intends," "anticipates," "believes," "estimates," "predicts," "potential" "opportunity," "strategy," "future," "goal," "commit," or "continue," the negative of these terms and other comparable terminology. These statements are only predictions based on our current expectations and projections about future events and reflect our beliefs regarding such future events and do not represent historical facts or statements of current condition.

Forward-looking statements involve risks, uncertainties and other factors that are difficult to predict and that may cause actual results to differ materially from those expressed or implied in the forward-looking statements, including risks relating the anticipated benefits of the acquisition of StockStory and the integration of StockStory into CNBC, our vertical and technology growth strategies, the ability to expand monetization and other factors the risks and uncertainties we describe in the "Risk Factors" sections of our most recent Annual Report on Form 10-K, and other reports filed with the Securities and Exchange Commission (SEC).

Readers are cautioned not to place undue reliance on forward-looking statements, which speak only as of the date they are made, and involve risks and uncertainties that could cause actual events or our actual results to differ materially from those expressed in any such forward-looking statements. We undertake no obligation to update or revise publicly any forward-looking statements, whether because of new information, future events or otherwise.

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