



ALTER EGO MEDIA S.A.

2024 FINANCIAL RESULTS PRESENTATION

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Section 1

Highlights

FY-24 results highlights

Alter Ego Media Delivers Robust FY Results with Strong Profitability, Cash Flow, and Dividend Initiation

1 **Revenue growth** across all segments - Turnover increase to **EUR 124,4m** (+14,8% yoy)

2 **Strong execution** delivering robust yoy profit growth: **net profit at EUR 10,9m** (+180% yoy)

3 +37,4% yoy growth in **EBITDA** at **EUR 46,7m**, driven by 620bps margin expansion

4 +108,9% yoy growth in **operating profit** (EBIT) at **EUR 17,1m**

5 **Solid operating cash flow** generation at **EUR 50,0m** led to a year-end net cash position of **EUR 5,4m**

6 Launch of a three-year scrip **dividend program** up to EUR30m - Proposed dividend of **EUR 0,10 per share** (implied yield 2,4%, price closing as of 22.04.2025)

Listing on the Athens Exchange

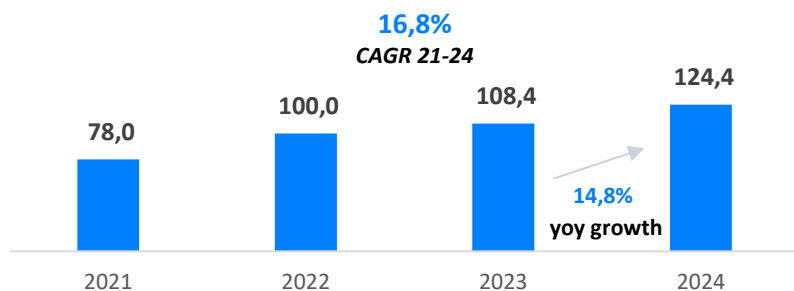
- **Alter Ego Media** is listed on **Athens Stock Exchange** through an IPO that raised **EUR 57m**.
- The offering was heavily **oversubscribed (11,9x)** with the participation of more than 9.700 retail and institutional investors.
- The trading debut of the company's shares was on **January 27, 2025**.

Section 2

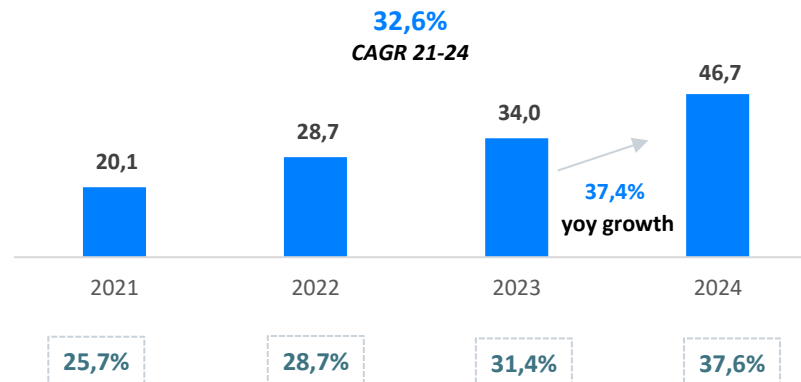
Financials

Key Group P&L items

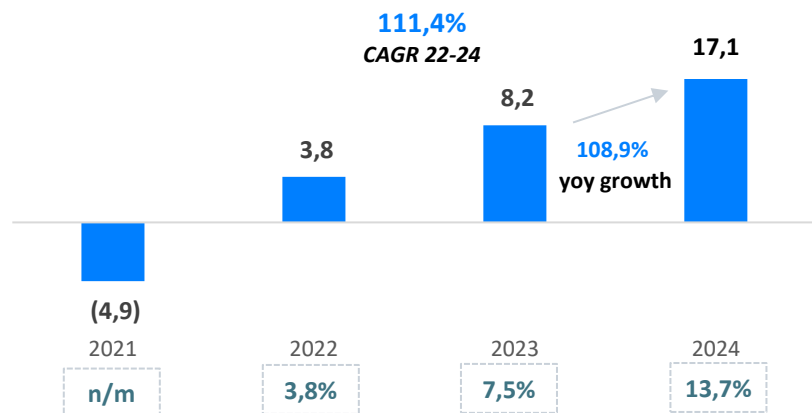
Revenue (EUR m)



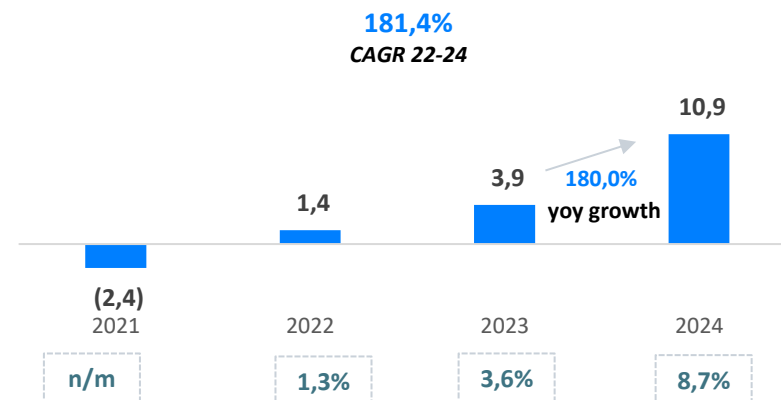
EBITDA (EUR m)



EBIT (EUR m)

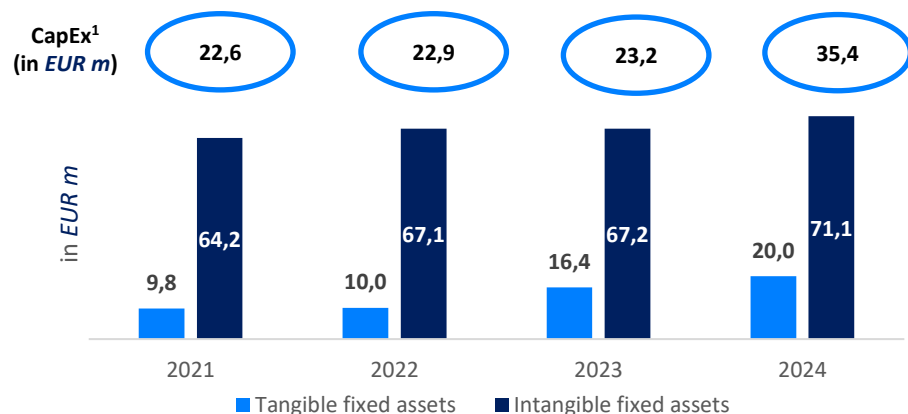


Net Income (EUR m)



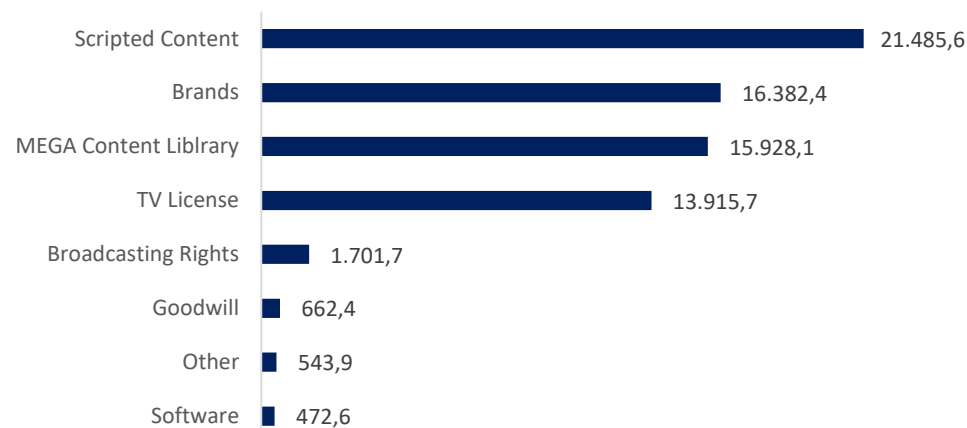
Fixed Asset book analysis

Fixed Assets 2021-24 evolution



- Average annual capex, for the acquisition of fixed assets (tangible and intangible), over FY2021-2024 is around **EUR 26,0m** p.a.
- The largest part of CAPEX corresponds to the development of in-house programs and acquisition of programs rights

Breakdown per Intangible Asset type (EUR '000, in 31.12.2024)

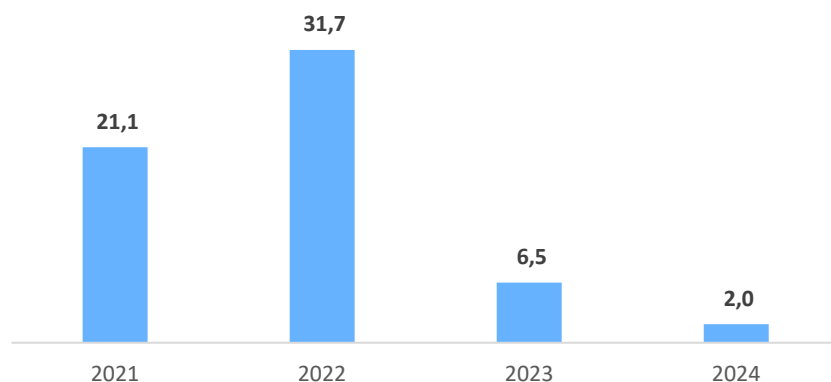


The key intangible assets recognized by the Group include the value of:

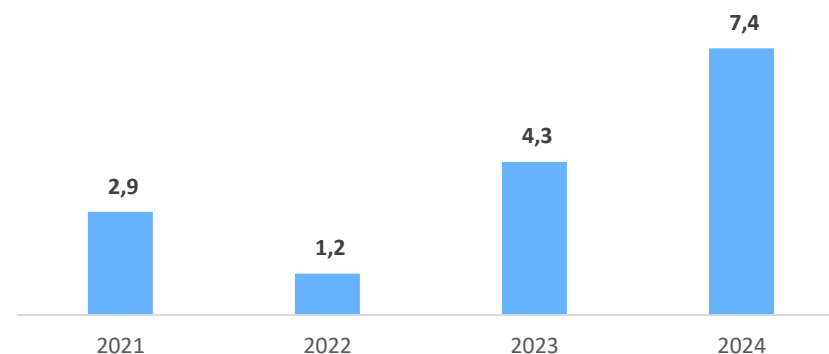
- The 10Y TV license of MEGA, acquired in 2019 (corresponding amount initially recognized as asset was EUR 29,5m²)
- The brands (primarily including “MEGA”, “To Vima”, “Ta Nea” and www.in.gr)
- The MEGA Content Library and
- The Group’s scripted content production

Key Group Capital Structure Items

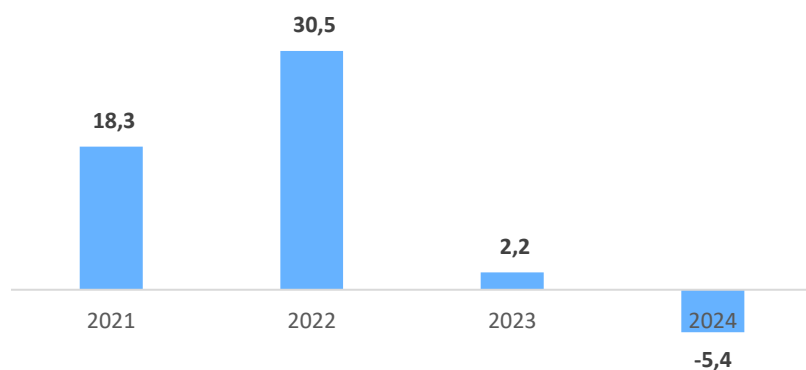
Total Debt (EUR m) ¹



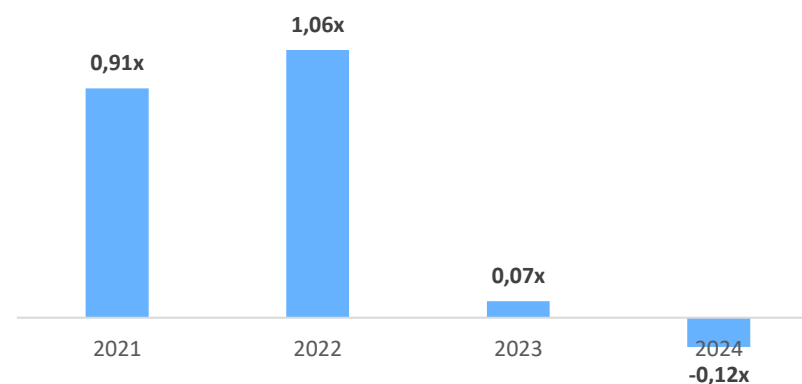
Cash & cash equivalents (EUR m)



Net Debt (EUR m)

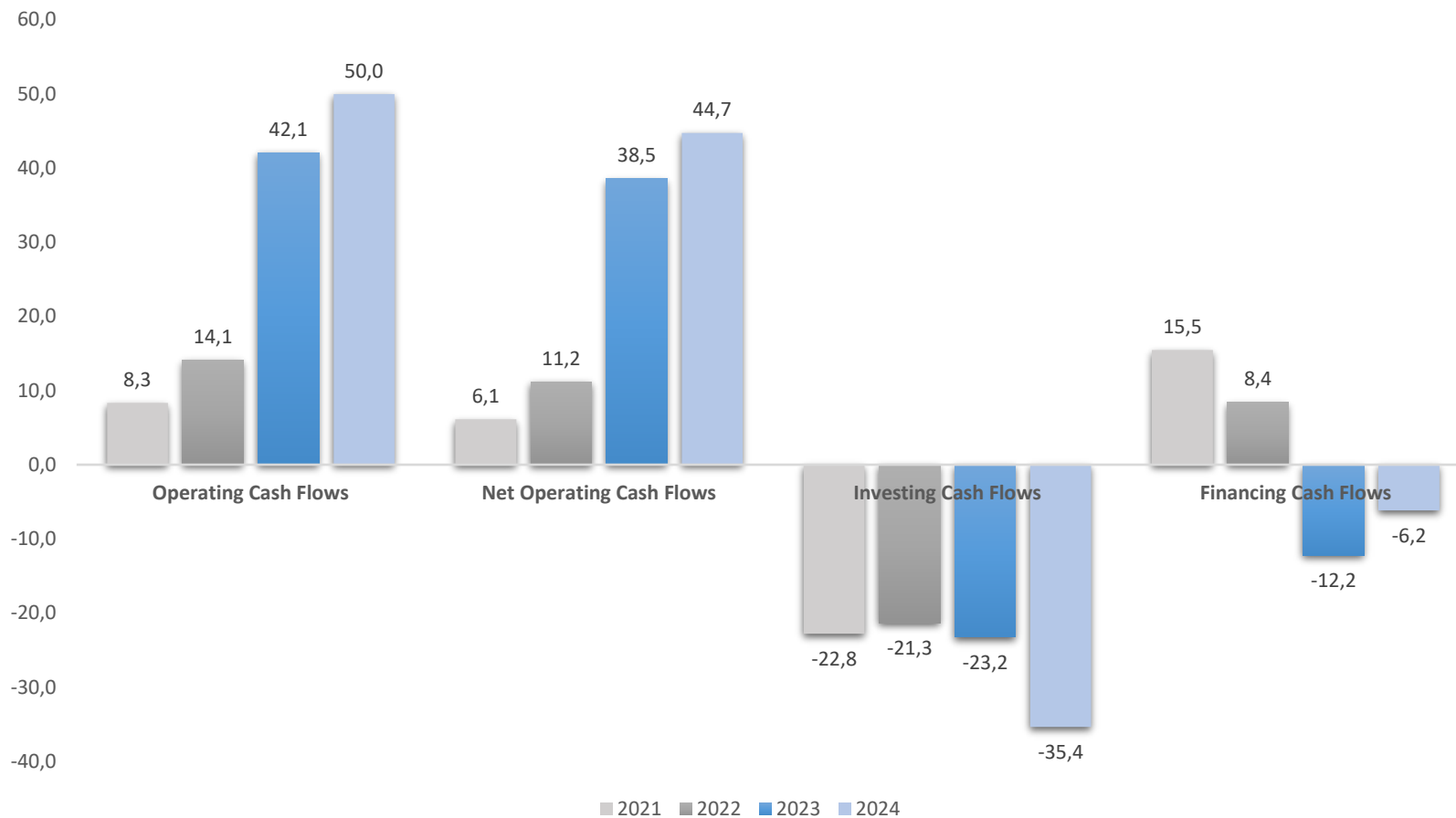


Net Debt to EBITDA ratio (x)



Cash Flow Items

Cash Flow Items (EUR m)



Section 3

Operations

Business Segments



Broadcasting (TV & Radio) & Content Creation

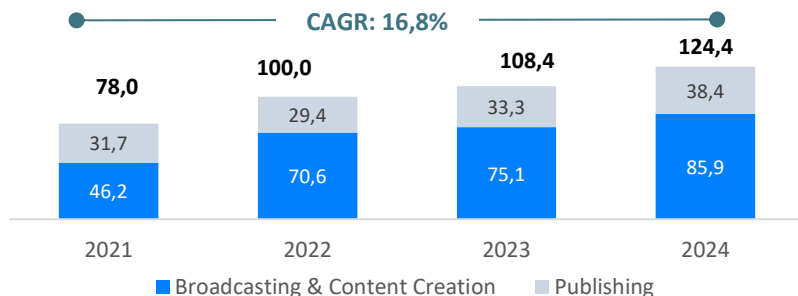


Publishing Activities (Print & Digital)



Revenue (EUR m)

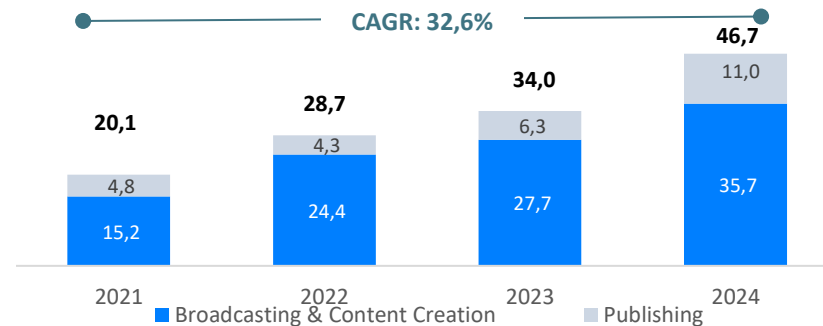
CAGR: 16,8%



Segment %	2021	2022	2023	2024
Broadcasting & C.C.	59,3%	70,6%	69,3%	69,1%
Publishing	40,7%	29,4%	30,7%	30,9%

EBITDA (EUR m)

CAGR: 32,6%



Segment %	2021	2022	2023	2024
Broadcasting & C.C.	75,9%	85,2%	81,4%	76,5%
Publishing	24,1%	14,8%	18,6%	23,5%

Broadcasting & Content Creation

Segment Overview

- **Broadcasting & Content Creation** is the **main source** of revenue for the Group, corresponding to **69,1%** of total revenues in FY2024
- Alter Ego Media is the owner of **Mega**, the largest free to air Greek TV channel¹.
- Alter Ego Media also operates **Mega Play**, a hybrid type of TV (HbbTV) and **Mega Cosmos** which broadcasts the content of Mega TV abroad through 3rd party TV platforms.
- Alter Ego Media also owns, through a 100% subsidiary the radio station **"My Radio"**.
- Mega possesses the **most extensive (132,200 hours) and renowned content library in Greek television** which consists one of the Group's most important IP assets.
- Alter Ego Media invests in **content creation** (i) directly or through its own 100% subsidiary **"Alter Ego Studios"**, (ii) by commissioning the executive production to **third parties** and (iii) in **co-production** with other producers.
- Alter Ego Media distributes its content also to **3rd parties**. (Examples: **"Maestro"** and **"Famagusta"** to **Netflix**, **"Milky Way"** to a Greek subscription platform and **"Siopilos Dromos"** to foreign TV networks through a distribution company (CY, IT, USA, CA, AUS etc).

Assets Portfolio (Broadcasting & Content Creation)

TV



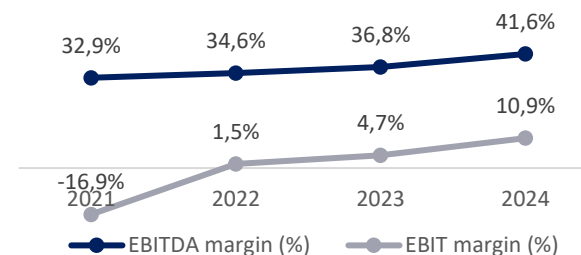
Radio



Content Creation



Segment Profitability Margins



Segment's EBIT margin is currently impacted by the **high amortization rate** of the investments in content acquisition and creation

Publishing Activities

Segment Overview

- **Publishing activities** accounted for **30,9%** of revenues in FY2024
- The Company's portfolio comprises of **well-established news and non-news media assets** (newspapers, magazines, their digital editions & the first Greek online portal), **including some of the most historic and emblematic Greek media brands.**

News Media

- **TO VIMA**; the leading newspaper, established in 1922 distinguished for the quality of its content¹ and its digital platform **TOVIMA.GR**
- **TOVIMA.COM**, publishing partner of **Wall Street Journal**²;
- **TA NEA**, the iconic and historic daily newspaper and its digital platform **TANEA.GR**
- **OT.GR**, the digital version of the historic economic magazine and journal

Online Portal

- **IN.GR**, the first Greek web portal offers a variety of content such as news (inNewspaper), entertainment (inMagazine), cooking (inCooking), science (inScience)
- Additional services include **inTickets**, **inGames**, **inView**, **live sport** events broadcasting (**inSports**)

Non - News Media

- **MORE MEDIA**, focuses on delivering high-quality non-news content covering topics of interest to both men and women, including gastronomy, travel, beauty, wellness, and health

Assets Portfolio (Publishing)

News Brands

TO BHMA TA NEA OT

Online Portal



Non-News Media

vita

inmommydaddy

GRACE

ΕΛΛΗΝΙΚΗ
ΚΟΥΖΙΝΑ

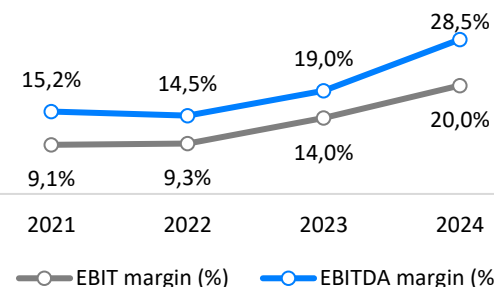
WINEGURU

ΔΙΑΚΟΝΕΣ

argirabarbarigou

SIXTY

Segment Profitability Margins



Segment's profitability margins have **improved** following the digitalization trend on publishing activities

¹ Including also VIMAgazino, a popular lifestyle brand

² Offering the content of the Greek website in English, relevant English original content and selected articles from the American newspaper

Section 4

Strategy & Outlook

Industry Overview

Publishing		Broadcasting		Digital Platforms	
Segments	Printed Circulations - In decline over the last 5Y Advertising - Highly fragmented market - Digital advertising is the key source of revenues, while subscription penetration remains low	Segments	Linear TV - A fragmented segment compared with the European markets, consisting of 6 private and 5 Nationwide FTA channels Cable & Pay TV - Subscriptions make up the majority of revenue Streaming - Dominated primarily by American groups (Netflix, Disney and Amazon Prime)	Segments	Google/ Facebook... Video Platforms (YouTube/ Tik Tok....) Other (Spotify, Other Social Media...)
Trends	Undergoing a significant transformation over the past years as a result of the shift towards digital publications	Trends	- Highly fragmented, competitive, and rapidly evolving industry - Driven by technological advancements and changing consumer preferences	Trends	Regulatory changes (data privacy and competition laws) affect their operations

Strategy & Investment Program | Key Targets & Pillars

Transform from a traditional media group into a **Media Tech Group**, specializing in the development, distribution and management of content through advanced technological solutions

...aiming to...



Strive to uphold a prominent position in the media sector

01

Expand into new activities

02

Enhance further Operating Efficiency

03

Achieve value creation for the shareholders

04

Ensure commitment to the Group's **underlying fundamental principles**:
Credibility, quality, innovation, business excellence, sustainability

Strategy & Investment Program | Key Investment Pillars

Revenues diversification

- New types of exploiting content (subscription, ad-supported streaming (AVOD) and FAST channels)
- Expand into new activities (e.g. events, e-commerce, digital services)

01

Technological Transformation

- Technologically advanced content production solutions
- Development of new apps and platforms
- Invest in data analytics
- Ad Tech Technologies

03

Maintain low financial leverage

- Funding primarily through equity to lower financial risk in order to reduce financial risk and effectively manage efficiently the high operating leverage

05

Economies of scale

- Achieve economies of scale through a more efficient exploitation of resources, the expansion in larger audiences, the development of cross selling opportunities and the improved negotiating position

02

Develop and exploit content

- Invest in high quality content and exploit such content across various media and platforms
- Seek opportunities for the acquisition of IP rights

04

Use of IPO Proceeds as per the Prospectus

Net IPO proceeds (EUR 50,8m) to be used to finance the Company's investment program:

I. ACQUISITIONS (EUR 30,8m)

- Investment through majority acquisitions of third-party companies expanding into new activities and strengthening media and brands portfolio
- Investment in technology and content creation third-party companies to enhance audiovisual production capabilities & Group's technological transformation
- Investments through Alter Ego Ventures, a newly formed corporate VC, in third-party companies with significant prospects and synergies with the Group. Focus will be on technology, creative industries and companies that can benefit from media synergies. These investments may also be minority stakes

II. TECHNOLOGY & INFRASTRUCTURE (EUR 10m)

- Investment in software and technological equipment in the areas of data collection, management, and processing (e.g., Data Lakes and Warehouses, Data Management Platforms) and data analysis (e.g., Audience Analytics)
- Digitization of archival content and development of efficient exploitation tools
- Investments in facilities and technological equipment to enhance broadcasting & production activities

III. CONTENT (EUR 10m)

- Investment in production and distribution of high-quality content (movies, TV series etc.)
- Acquisition and management of IP rights (libraries, music rights etc.)

2025 Outlook

- Mid-single digit organic growth in revenues
- Further EBITDA margin expansion
- Content spending rationalization, following a period of strong development
- Strong EBIT and net profit margin expansion
- Group financials are expected to be further enhanced through acquisitions aligned with the planned use of IPO proceeds

Dividend Policy & SCRIP Dividend Program

Board of Directors proposal for dividend¹:

- Dividend distribution for the FY 2025 of **EUR 0,10 per share** (total EUR 5,7m before withholding tax)
- Payout ratio at c.52%

Board of Directors proposal for SCRIP a dividend program¹:

- 3 years period
- Up to a maximum amount of EUR 30m

APPENDIX

Key Financials | Income Statement

In EUR '000	2021	2022	2023	2024
Revenue	77.965	99.994	108.372	124.366
Cost of Sales	(65.860)	(78.164)	(81.080)	(90.005)
Gross Profit	12.106	21.830	27.292	34.361
Other Income	6.154	7.153	3.112	4.690
Administrative Expenses	(15.864)	(17.696)	(16.138)	(15.843)
Distribution Expenses	(7.022)	(7.336)	(6.186)	(5.956)
Other Net Profit/(Loss)	(7)	(347)	10	(83)
Net Impairment of Financial Assets	(302)	213	77	(108)
EBIT	(4.937)	3.817	8.167	17.063
Interest Income	0,365	2	0,087	4,369
Interest Expenses	(2.218)	(3.143)	(4.194)	(4.317)
Net Interest Expenses	(2.218)	(3.141)	(4.194)	(4.313)
Share of Net Profit/(Loss) from participations consolidated under the equity method	59	142	172	161
EBT	(7.096)	818	4.146	12.910
Income Tax	4.696	439	(261)	(2.031)
Net Income	(2.399)	1.258	3.885	10.879

Key Financials | Statement of Financial Position

In EUR '000	2021	2022	2023	2024
PPE	9.798	9.985	16.449	20.030
Intangible Assets	64.195	67.131	67.184	71.092
Investments in Associates	2.583	1.360	1.519	1.550
Deferred Tax Asset	4.692	5.105	6.526	5.030
Non-current Receivables	157	166	5.543	7.113
Total Non-current Assets	81.425	83.747	97.219	104.814
Intangible Assets	237	117	-	12
Trade Receivables	49.390	74.821	56.301	55.946
Inventory	1.710	1.426	1.631	2.260
Cash & Cash Equivalents	2.873	1.159	4.272	7.438
Total Current Assets	54.210	77.523	62.203	65.655
Total Assets	135.635	161.269	159.422	170.469
Share Capital	42.747	42.747	42.747	42.747
Share Premium	28.208	28.208	28.208	13.893
Other Reserves	891	2.049	3.086	4.707
Retained Earnings	(16.576)	(16.361)	(13.527)	9.943
Total Equity	55.270	56.643	60.514	71.291
Loans	-	577	880	589
Liabilities from Leases	2.289	1.229	8.582	8.183
Provisions for Staff Leaving Indemnities	396	458	681	1.061
Long-term Payables	21.642	20.762	17.167	12.073
Provisions	156	156	334	1.110
Accrued Income	323	1.120	1.704	2.554
Total Long-term Liabilities	24.806	24.302	29.348	25.568
Trade Payables	32.630	47.463	60.009	69.548
Loans	21.147	31.078	5.611	1.411
Liabilities from Leases	1.448	1.540	1.353	1.738
Deferred Tax Liability	-	4	1.497	751
Accrued Income	334	239	1.091	163
Total Short-term Liabilities	55.559	80.324	69.560	73.610
Total Liabilities	80.365	104.626	98.908	99.179
Total Equity & Liabilities	135.635	161.269	159.422	170.469

Key Financials | Cash Flow Statement

In EUR '000	2021	2022	2023	2024
Profit/(Loss) before taxes	(7.096)	818	4.146	12.910
Depreciation of Tangible Assets	3.003	3.268	3.510	3.940
Amortization of Intangible Assets	21.988	21.599	22.325	25.715
(Profit)/Loss from Disposal of Tangible Assets	(19)	(91)	7	12
Share of (Profit)/Loss from participations consolidated under the equity method	(59)	(142)	(172)	(161)
Net Interest (Income)/Expenses	2.218	3.141	4.194	4.313
Increase/(Decrease) in Provisions	324	208	381	1.024
Depreciation of Grants	(2.398)	(4.089)	(1.467)	(4.093)
	17.960	24.712	32.923	43.660
Movement of Working Capital				
(Increase)/Decrease in Trade and Other Receivables	(21.477)	(21.596)	(2.684)	2.085
Increase/(Decrease) in Trade and Other Payables	10.706	10.681	12.038	4.835
Increase/(Decrease) in Inventory	1.149	284	(205)	(603)
	(9.622)	(10.632)	9.149	6.317
Cashflows from Operating Activities				
	8.338	14.080	42.072	49.978
Interest and Related Expenses Paid	(2.209)	(2.887)	(3.528)	(4.024)
Income Tax Paid	(8)	-	-	(1.239)
Net Cashflows from Operating Activities	6.121	11.193	38.544	44.715
Cashflows from Investing Activities				
Net Payments for Share Capital Acquisition/Increase of Subsidiaries and Associates	(183)	-	-	-
Income from Share Capital Reduction of Associates	-	1.366	-	-
Payments for the Purchase of Tangible Assets	(2.941)	(1.677)	(1.348)	(5.840)
Payments for the Purchase of Intangible Assets	(19.705)	(21.200)	(21.894)	(37.762)
Income from Disposal of Tangible Assets	24	201	5	3
Income from Disposal of Intangible Assets	-	-	-	8.100
Interest Income	0.365	2	-	4
Dividend Income	-	-	15	130
Net Cashflows from Investing Activities	(22.804)	(21.308)	(23.222)	(35.365)
Cashflows from Financing Activities				
Share Capital Increase	4.959	-	-	-
Disbursement of Loans	11.673	9.833	(8.990)	-
Loan Repayments	(11)	(11)	(1.799)	(4.474)
Leasing Repayments	(1.150)	(1.420)	(1.420)	(1.709)
Net Cashflows from Financing Activities	15.471	8.401	(12.210)	(6.183)
	(1.212)	(1.714)	3.113	3.166
Cash and Cash Equivalents in the beginning of the Fiscal Year	4.085	2.873	1.159	4.272
Cash and Cash Equivalents at the end of the Fiscal Year	2.873	1.159	4.272	7.438

Alter Ego Media (“AEM”) Group | At a glance

Business Highlights



The **major Greek media group**



+15 media assets with presence in all categories, including historic and emblematic Greek brands



Owner of the **largest Greek content TV library** as well as of the historic archives of VIMA, NEA and OT



High growth financial performance, coupled with robust capital structure



Major employer
1000+ Staff members (December 2024)

Key Financial Figures

EUR 124,4m

Revenue (FY2024)

EUR 5,4m

Net Cash² (FY2024)

EUR 46,7m

EBITDA (FY2024)

EUR 71,3m

Equity (FY2024)

Integrated and diversified business model

Broadcasting & Content Creation

MEGA



MEGA
COSMOS



Publishing

TO BHMA

TA NEA

in

OT

vita

imommy and daddy

GRACE

ΕΛΛΗΝΙΚΗ ΚΟΥΖΙΝΑ

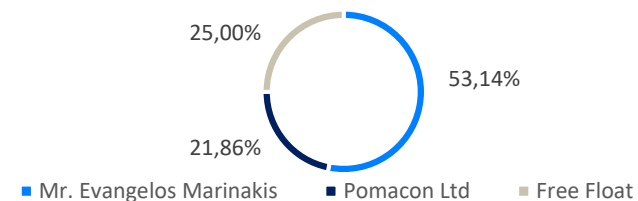
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argirobarbarigou

SIXTY

Shareholding Structure¹



History & Milestones

2016-2017	2019	2020	2021	2022-2023	2024-2025
- Establishment of Alter Ego Media - Acquisition of (ΔΟΛ) Lambrakis Press Groups' assets¹ - Relaunch of newspapers "To Vima" and "Ta Nea" and portal "in.gr"	- Acquisition of Teletypos SA assets (including inter alia MEGA TV brand and MEGA TV content library)² - Acquisition of a nationwide free to air broadcasting license with 10y duration for a consideration of €35m	MEGA as a brand relaunched under Alter Ego Media, for the first time since 2018.	- MEGA resumes scripted content productions - Establishment of Alter Ego Studios³ - Agreement with Netflix for worldwide distribution of TV series "Maestro" - Acquisition of "My Radio" Ot.gr launch⁴ Mega Play is launched⁵	- The Group initiated its digital transformation phase - Establishment of More Media, the non-news unit of Alter Ego Media Mega Cosmos (international linear channel broadcasted through 3rd party platforms) is launched Launch of English edition "To Vima" and "tovima.com" - Publishing Partnership with Wall Street Journal.	Corporate identity redesign and rebranding, highlighting the path to transformation into a media tech group - Establishment of Alter Ego Ventures Technology and Data units launched - Commencement of the Company's listing on the Regulated Market of the Athens Stock Exchange, concluded successfully in early 2025 - Launch of Mega News

- **Mega Channel**, under the previous ownership, was the **1st private TV broadcaster in Greece** (commencing broadcasting on 20.11.1989)
- Currently, under **Alter Ego Media**, MEGA is the broadcaster with **leading popularity** through its long-term established presence and its **powerful “household name”**, resulting in a **key competitive advantage for the Group**
- **Diversified content**, including high quality entertainment shows, news, documentaries, sport shows and sport events, as well as fiction content, such as series, domestic and foreign movies etc. The content is either produced directly by the Group or acquired or leased by 3rd parties
- **Advertising revenues** is the main source of income for MEGA (either directly from advertisers, or indirectly through advertising agencies). The level of advertising revenues depends on MEGA's popularity and viewership measurements. In addition, MEGA collects revenues from the **exploitation of its content rights** in platforms and channels in Greece and abroad

The Company has acquired in 2019 a **license¹** to provide free-to-air terrestrial digital television broadcasting (general content & nationwide)

The term of the license is **10Y** and it expires on 17.10.2029

Total consideration stood at **EUR 35m**, payable in equal installments during the term of the license

Overview of Key Assets | Broadcasting

Mega Play | Mega Cosmos | Megatv.com | My Radio 104,6

Mega Play

Mega Play is a Hybrid Broadcast Broadband TV (**HbbTV**) platform which commenced operation in November 2021. HbbTV is a format which allows the parallel transmission of content received through broadcasting and content received through the internet (broadband). In this context, Mega Play allows for **video on demand** and **catchup** viewing of MEGA's program; MegaNews, a news FAST channel is created (Free Ad-Supported Streaming TV)

Mega Play is freely accessible and is available through Smart TVs connected to the internet (Ethernet / Wi Fi); it is also freely available from PCs, smartphones and tablets through the www.megatv.com website

Mega Cosmos

Mega Cosmos is a linear TV channel which broadcasts internationally (in Canada, through the Rogers & Bell streaming platform) on a 24h basis in Greek language

My Radio

In the **radio** stations market, the Group owns "**My Radio 104,6**" station, which broadcasts entertainment (music) program since September 2021.

Overview of Key Assets | Broadcasting & Content Creation

Mega Library & Content Creation

Mega Library

Alter Ego Media possesses the most extensive and **renowned** content library (the “**MEGA Content Library**”) in Greek television which consists the Group’s most important asset.

This content sums up to a total of

132,200

broadcasting hours

Content Creation

The Group is actively involved in the **development of original content** in order to:

- support the Group’s **broadcasting activity** (MEGA, MegaPlay, megatv.com) and to
- exploit such content through its further **distribution** in Greece and abroad

- In this context, notable examples include the concession of broadcast rights for the successful TV series “**Maestro**” and “**Famagusta**” to [Netflix](#), “**Milky Way**” to a Greek subscription platform and “**Siopilos Dromos**” to foreign TV networks through a distribution company (Cyprus, Italy, USA, Canada, Australia etc)



Overview of Key Assets | Publishing

To Vima | Ta Nea | Oikonomikos Taxydromos (OT)

TO BHMA “To Vima” has a history of **over 100 years**, since it was first published in **1922**¹. “To Vima” is considered one of the most influential and emblematic Greek media.

- Since 2010 it circulates on a weekly basis, enriched with various magazines, special editions and books²
- There is also a **digital edition** “tovima.gr”, which was redesigned in 2023 and its English edition “tovima.com” which also hosts selected articles of **Wall Street Journal**

TA NEA “Ta Nea” newspaper is another historical Greek media, representing one of the **older daily newspapers** in Greece, as it was published for the first time in **1931**

- It is considered one of the most influential and emblematic Greek newspapers, having established co-operations with leading journalists and hosting articles by renowned scientists and popular politicians
- Currently, it is published six times per week, including a weekend enriched edition; the print version is supported by the website “**tanea.gr**”

OT “Oikonomikos Taxydromos” (OT) is a landmark **economic news media** in Greece, with a 100-years history as its 1st edition circulated back in **1926**

- Currently, it is published every Sunday, **together with To Vima** newspaper.
- In addition, its digital version www.ot.gr, offers a complete economic and business-oriented information including real time updates on the Greek and international financial markets.

¹ Initially published on a daily basis as “Elefthero Vima” and renamed to “To Vima” since 1945

² Currently including, inter alia, “Oikonomikos Taxydromos”, “B2”, “Nees Epohes”, “BHMAGAZINO” and various other specialized editions published through More Media, the Company’s subsidiary

in “in.gr” is a **web portal** established in **1999**, being the **1st news portal** of the Greek internet; currently, it is one of the most popular Greek web portals in terms of traffic (SimilarWeb).

- It offers access to a **broad range of content**, including politics, economy, sport and culture, through dedicated sections (i.e. inNewspaper for news, inMagazin for entertainment, inScience and inSports); in addition, within 2024 in.gr started offering various **digital services** (inTickets, inGames) in cooperation with 3rd parties

More Media is the Group’s **content company** featuring a range of no news, entertainment and special interest publications.

These include:

- **Vita**, Greece’s leading health and wellness magazine and its digital platform;
- **Argiro.gr**, Argyro Barbarigou’s famous gastronomy website;
- **Grace**, a magazine and website for the modern woman;
- **Diakopes**, an historic travel guide;
- **Elliniki Kouzina**, **Wine Guru**, **Sixty**, and **iMommy**.



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