

## **Announcement of the Offer Price of the Company's New Shares to be issued in the context of the Dividend Reinvestment Program**

The Company "ALTER EGO MEDIA S.A." (the "**Company**") announces the following with respect to the offer price of the Company's new shares (the "**Offer Price**") to be issued in the context of its share capital increase through the reinvestment of the dividend from the profits of financial year 2024 (the "**New Shares**"):

1. As already announced, by its decision dated 19.06.2025, the Company's Board of Directors has determined that the Offer Price shall be equal to the average of the volume-weighted average price (VWAP) of the Company's share over the first three (3) trading days of the period for the exercise of the right to reinvest the dividend (namely from 25.06.2025 to 27.06.2025), reduced by a percentage of 3% (discount rate), rounded up to the nearest second decimal digit.
2. In accordance with the above calculation method and on the basis of the average of the volume-weighted average price (VWAP) of the Company's share from 25.06.2025 to 27.06.2025, the Offer Price amounts to 4.20 Euros per New Share.

**Kallithea, 30.06.2025**

**ALTER EGO MEDIA S.A.**