



ANNOUNCEMENT

The company under the name **"ALTER EGO MEDIA A.E."** and the distinctive title **"ALTER EGO MEDIA"** (hereinafter the **"Company"**), informs the investing public that on 15.7.2025 the following agreements were signed (each, hereinafter called the **"Transaction"** and, jointly, the **"Transactions"**):

- 1) **Transaction with the Cypriot companies** "TREVANCO INVESTMENTS LIMITED" and "DORSETA INVESTMENTS LIMITED" (hereinafter referred to as the "Sellers"), through which the Company acquired 100% of the corporate shares of the limited liability company named "NEWSIT LIMITED LIABILITY COMPANY INTERNET APPLICATIONS" with the trade name "NEWSIT EPE" based in Metamorfosi, Attica, at 155 Georgiou Papandreou Avenue.

The company NEWSIT EPE operates in electronic media and owns the websites www.newsit.gr, www.zappit.gr, www.iatropedia.gr, www.onalert.gr and www.perpetual.gr.

The financial consideration for the Transaction amounts to €19.5 million, which will be paid by the Company in two installments. The first installment of €12.65 million will be paid by 1.8.2025, and the second installment of €6.85 million will be paid by 9.4.2027.

According to the approved financial statements for the year 2024 of NEWSIT EPE, prepared in accordance with Greek Accounting Standards, the turnover and EBITDA amounted to €5.05 million and €2.56 million, respectively. The company's cash and cash equivalents amounted to €1.92 million as of the transaction date, and there is no bank debt. The value of NEWSIT EPE, taking into account its net cash equivalents, was valued at €17.58 million in terms of Enterprise Value.

- 2) **Transaction with the Sellers**, through which the Company acquired 100% of the shares of the company named "TLIFE INTERNET APPLICATIONS S.A." with the trade name "TLIFE," based in Metamorfosi, Attica, at 155 Georgiou Papandreou Avenue.

The company TLIFE operates in electronic media and owns the website www.tlife.gr.

The financial consideration for the Transaction amounts to €9 million, which will be paid in two installments. The first installment of €5.85 million will be paid by 1.8.2025, and the second installment of €3.15 million will be paid by 9.4.2027. According to the approved financial statements for the year 2024 of TLIFE, prepared in accordance with Greek Accounting Standards, the turnover and EBITDA amounted to €1.80 million and €0.94



million, respectively. The company's cash and cash equivalents amounted to €0.50 million as of the transaction date, and there is no bank debt. The value of TLIFE, taking into account its net cash equivalents, was valued at €8.5 million in terms of Enterprise Value.

- 3) The first installment of the financial consideration for each Transaction, amounting to €12.65 million and €5.85 million respectively, shall be covered by the Company from the proceeds of the public offering for the listing of Company shares in the Athens Exchange. The second installments will be covered from the Company's own funds.
- 4) Grant Thornton Business Solutions S.A. (Grant Thornton) conducted an independent valuation of the two companies in the context of the Transactions.
- 5) Guarantors for the fulfillment of the Sellers' obligations to the Company in the Transactions are jointly and severally, along with the Sellers, Mr. Nikolaos Evangelatos of Charalambos and Ms. Tatiana Stefanidou of Dimitrios (hereinafter referred to as the "Guarantors").
- 6) Mr. Nikolaos Evangelatos and Ms. Tatiana Stefanidou will remain in charge of the management of the websites owned by the companies NEWSIT EPE and TLIFE, respectively, for at least five years.
- 7) As part of the Transactions, each of the Guarantors undertakes the obligation to participate, either directly personally or indirectly through a company controlled by them, in a capital increase of the Company to be held by 31.10.2025, contributing €1 million each, for a total of €2 million, and acquiring new shares of the Company, with a nominal value of €1 each and an offer price of €5 each.
- 8) "DELOITTE BUSINESS SOLUTIONS SOCIETE ANONYME OF BUSINESS CONSULTANTS S.A." acted as the financial and tax advisor of the Company for this Transaction, and KBVL law firm, member of Deloitte Legal, acted as legal advisor.
- 9) The Transactions are part of ALTER EGO MEDIA's strategic planning for further development in the Mass Media sector, enhancement of its presence in digital media, achieving economies of scale and digital transformation. Based on the financial data of the aforementioned companies for fiscal year 2024 and their progress in 2025, the Transactions are expected to have a positive impact on the Company's financial results.



The present announcement is published in accordance with article 17 para. 1 of Regulation (EU) 596/2014 of the European Parliament for market abuse, article 4.1. of the ATHEX Rulebook, as in force, as well as ATHEX Resolution 25.

Kallithea, 16.7.2025