

Announcement on the response to the Company's Dividend Reinvestment Program

The company under the name "ALTER EGO MEDIA S.A." (the "**Company**"), in the context of its share capital increase through the reinvestment of the dividend for the financial year 2024, totaling €5,699,600 (before withholding a 5% tax), by the beneficiaries of the dividend who chose to reinvest the above amount in an integer number of new shares, instead of cash (the "**Share Capital Increase**"), announces the following to the investor's community:

Three hundred ninety-six (396) beneficiary shareholders responded positively to the Dividend Reinvestment Program, by electing to reinvest in the Company a total amount of four million six hundred five thousand four hundred and seventy-nine euros and 0.40 (€4,605,479.40), the participation resulting in 85% of the total share capital.

As a result, the Share Capital Increase has been completed and was partially subscribed, in accordance with article 28 para. 1 of Law 4548/2018, through reinvestment of funds in the total amount of four million six hundred five thousand four hundred and seventy-nine euros and 0.40 (€4,605,479.40), from the dividend for the financial year 2024 by beneficiaries which, taking into consideration the offer price for the new shares, as determined by the Board of Directors on 30.6.2025 and announced by the Company on that day, corresponds to the issuance of one million ninety-six thousand five hundred and forty-two (1,096,542) new, common, dematerialized, registered voting shares of the Company, with a nominal value of €1.00 each (the "**New Shares**").

Following the above, the consideration corresponding to the New Shares was offset against the portion of the dividend selected for reinvestment by the beneficiary shareholders, pursuant to article 20 para. 4 of Law 4548/2018 and the Company's Board of Directors, by its resolution dated 9.7.2025, acknowledged the certification of partial payment of the amount of the Share Capital Increase and adjusted the relevant article of the Company's Articles of Association concerning the share capital.

Following the above and given that the amount of the funds raised amounts to €4,605,479.40, the Company's share capital was increased by the amount of €1,096,542 through the issuance of 1,096,542 New Shares with a nominal value of €1.00 each, while the difference between the nominal value of the New Shares and their offer price, totaling €3,508,934.40 was credited to the "Par amount difference" account. Consequently, the total share capital of the Company amounts to fifty-eight million ninety-two thousand five hundred and forty-two euros (€58,092,542), divided into 58,092,542 common, dematerialized, registered shares with voting rights, with a nominal value of €1.00 each.

The funds reinvested through the Share Capital Increase shall be used by the Company to realize its strategic plans as well as for working capital.

The New Shares will be delivered to their beneficiaries in dematerialized form by crediting their securities accounts in the D.S.S.

The exact date of crediting the New Shares to the beneficiaries' securities accounts and the date of commencement of their trading on the Athens Stock Exchange will be published in a subsequent announcement by the Company.

For further information, shareholders are kindly requested to contact the Company's Shareholders and Corporate Announcements Service Department (340 Syngrou Avenue, Kallithea, P.C. 17673, tel.: +30 210754 7102 and email: ir@alteregomedia.org).

Kallithea, 10.7.2025