

Information Document

Pursuant to article 1 par. 5 g) of Regulation (EU) 2017/1129

for the admission to trading of 1,096,542 new common, dematerialized, registered voting shares, with a nominal value of €1.00 each, issued by “ALTER EGO MEDIA S.A.” which resulted from the payment of the dividend from profits of the financial year 2024 in the form of shares of the same class as the shares in respect of which the dividend is paid

Date of issuance: July 10th, 2025

“ALTER EGO MEDIA S.A.” (the “**Company**”), in relation to the extraordinary increase of the Company’s share capital up to the amount of one million three hundred fifty-three thousand six hundred and fifty-five Euro (€1,353,655), through the issuance of up to one million three hundred fifty-three thousand six hundred and fifty-five (1,353,655) new, common, dematerialized, registered voting shares, with a nominal value of €1.00 each (the “**New Shares**”), through reinvestment of all or part of the dividend of the financial year 2024, for a total amount of €5,699,600 (before 5% withholding tax) (the “**Share Capital Increase**”), which was decided by the Company’s Board of Directors on June 19, 2025, pursuant to the authorization granted to it under article 24 para. 1 (b) of Law 4548/2018 by the Ordinary General Meeting of the Company’s shareholders held on June 17, 2025, within the framework of the three-year dividend reinvestment program (2025–2027) approved by the aforementioned Ordinary General Meeting (the “**Dividend Reinvestment Program**”), informs the investing public, in accordance with article 1 para. 5 (g) of Regulation (EU) 2017/1129, of the following:

1. Through the Share Capital Increase, the Company offered its shareholders the option to reinvest all or part of the dividend amount corresponding to them for the financial year 2024 in New Shares of the Company, at their discretion. Specifically, in accordance with the resolution of its Board of Directors dated 19.6.2025, the Company offered to the beneficiaries of the abovementioned dividend, and particularly the Company’s shareholders who were registered in the files of the Dematerialized Securities System (“D.S.S.”) on Tuesday, 24.6.2025 (record date), the option to elect during the period from 25.6.2025 to 8.7.2025, the reinvestment in whole or in part, of an amount up to €0.10 per share held as of the aforementioned record date, reduced by 5% (which either corresponds to the withholding tax rate on the distributable dividend or will be paid in cash to the Company’s shareholders if the dividend is not subject to withholding tax), i.e. a net amount of €0.095 per share (the “**Reinvestment Amount**”).
2. The offer price of the New Shares was calculated as 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 25.6.2025 to 27.6.2025, reduced by 3% (discount rate), and was determined at €4.20 per New Share.
3. According to the relevant orders of the dividend beneficiaries who chose to receive, in whole or in part, the Reinvestment Amount in New Shares, the amount reinvested in New Shares totals €4,605,476.40, corresponding to 1,096,542 New Shares, while the remaining amount of €822,948.69 (net payable amount) from the dividend for the financial year 2024 will be paid in cash to the beneficiary shareholders. Due to the abovementioned reinvestment of part of the dividend for the financial year 2024 in New Shares and, thus, the partial subscription of the Share

Capital Increase, the Company's Board of Directors, by its resolution made on 9.7.2025 acknowledging the certification of the partial payment of the Share Capital Increase amount through offsetting, adjusted article 5 of the Company's Articles of Association to reflect the amount of the share capital as it resulted after the partial subscription of the Share Capital Increase.

4. Specifically, the Company's share capital was increased by €1,096,542 through the issuance of 1,096,542 new, common, dematerialized, registered voting shares with a nominal value of €1.00 each, at an offer price of €4.20 per New Share, while the difference between the nominal value of new shares and their offer price, totaling €3,508,934.40, was credited to the Company's "Par amount difference" account.
5. On 19.06.2025, the decision of the Company's Board of Directors was registered with the General Commercial Registry (GEMI) under Registration Number 5407147, by which a) the increase of the Company's share capital by up to €1,353,655 through the issuance of up to 1,353,655 new common, registered voting shares was resolved, and b) the relevant amendment to article 5 para. 13 of the Company's Articles of Association, which were decided by the Company's Board of Directors' resolution on 19.06.2025, was approved. Finally, on 10.7.2025, the minutes of the Company's Board of Directors dated 9.7.2025] were submitted to GEMI, whereby a) the certification of the partial payment of the Share Capital Increase amount was acknowledged, in accordance with article 20 paras. 4, 6, and 7 and article 28 of Law 4548/2018, i.e. in the amount of €1,096,542 out of €1,353,655 of the Share Capital Increase, and the reinvestment through participation in the Share Capital Increase totaling €4,605,476.40 (of which €3,508,934.40 is credited to the "Par amount difference" account), and b) the adjustment of article 5 of the Company's Articles of Association regarding the share capital was resolved, as per the above.
6. 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.
7. The Company's 1,096,542 New Shares will be common, registered voting shares, with a nominal value of one Euro (€1.00) each, and will be entitled to participate in any subsequent dividend distribution, as well as in the three-year Dividend Reinvestment Program approved by the abovementioned Ordinary General Meeting of Shareholders, in accordance with the applicable legislation and the Company's Articles of Association, provided that the New Shares will have been credited to the accounts of the beneficiaries identified through the D.S.S. managed by the "Hellenic Central Securities Depository S.A.", on the cut-off date of the relevant right to the distribution. The abovementioned 1,096,542 New Shares will be issued in the name of the beneficiary shareholders of the Company who exercised the right to reinvest the dividend for the financial year 2024.
8. The New Shares will be admitted to trading on the Main Market of the Athens Stock Exchange with ISIN code GRS541003000 and OASIS codes "AEM" in Latin, together with the already listed 56,996,000 shares of the Company that trade under the same codes. The Company will follow the procedure for the admission of the abovementioned New Shares to the Athens Stock Exchange ("ATHEX"), in accordance with the provisions of the ATHEX Rulebook and the relevant resolutions

of the Board of Directors of ATHEX. Trading of the New Shares on the Main Market of ATHEX is expected to commence on the first working day following the approval of their admission to trading by ATHEX. These shares will be registered with the records of ATHEXCSD and the D.S.S. securities shares and accounts as declared by the aforementioned beneficiaries, as provided by law, and any adjustment of the value of the Company's shares will be carried out in accordance with the ATHEX Rulebook and resolution no. 26 of the Board of Directors of ATHEX, as amended and in force. The Company will inform the investing public of the exact date of the admission of the New Shares to trading on ATHEX.

The persons responsible for the preparation of this information document as well as the accuracy of its content are Messrs. Ioannis Vrentzos (Chief Executive Officer) and George Karamanolakis (Chief Financial and Operations Officer).

This Information Document can be obtained by interested parties in hard copy from the Company's offices (340 Syngrou Avenue, Kallithea, P.C. 17673) and in electronic form on the official website of the Company www.alteregomedia.org.

For more information, shareholders are kindly requested to contact the Company's Shareholders and Corporate Announcements Department (ALTER EGO MEDIA S.A., GEMI Nr. 139359801000, 340 Syngrou Avenue, Kallithea, P.C. 17673, tel: +30 210754 7102, and email: ir@alteregomedia.org).

ALTER EGO MEDIA S.A.