

### **Announcement pursuant to Law 3556/2007**

The company under the name **“ALTER EGO MEDIA S.A.”** and the distinctive title **“ALTER EGO MEDIA”** (hereinafter the “Company”) informs the investing public, based on relevant disclosures received on August 5, 2025, that on August 4, 2025, the Company’s Chief Executive Officer, Mr. Ioannis Vrentzos, and the person closely associated with him (his spouse), Mrs. Despoina Papaioannou acquired, as co-beneficiaries in a Joint Investment Account (JIA), through a purchase on the Athens Stock Exchange, 30,000 common registered shares issued by the Company, with a total value of €155,970.

The present announcement is published in accordance with the provisions of Law 3556/2007, Article 19 of Regulation (EU) 596/2014 of the European Parliament and of the Council on market abuse, and Article 4.1 of the Athens Stock Exchange Regulation.

**Kallithea, August 5, 2025**