ANNOUNCEMENT

The company under the name **"ALTER EGO MEDIA S.A."**, and the distinctive title **"ALTER EGO MEDIA"** (hereinafter the **"Company"**), announces its participation in the share capital of the company under the name **"STAGES NETWORK Single-Member S.A."** (hereinafter **"STAGES NETWORK"**), as part of its strategy to expand its activities in the Live Entertainment sector and to strengthen its presence across the full spectrum of the creation and exploitation of cultural content.

STAGES NETWORK operates across a broad range of cultural and entertainment activities, with emphasis on theatrical and musical productions, the organization of live events, as well as the management of arts venues. Its portfolio includes ten historic theaters — Ήβη, Δημήτρης Χορν, Μικρό Χορν, Εμπορικόν, Αποθήκη, Πειραιώς 131, Embassy, Λαμπέτη, Ψυρρή and Θερινό Λαμπέτη — as well as the modern multi-purpose cultural venue Stage Seven, with an aggregate annual capacity of over 650,000 spectators.

KEY TERMS OF THE TRANSACTION:

1) On 29.10.2025, the Company acquired thirty-four (34) common registered shares of STAGES NETWORK by purchasing them from its sole shareholder, the Cypriot company "FAMIST LIMITED" (hereinafter the "Seller"), for a consideration of one million euros (€1,000,000.00), payable by the Company within two days from the signing of the relevant agreement, i.e., by 31.10.2025. On the same day (29.10.2025), the Company undertook the obligation to participate in a share capital increase of STAGES NETWORK at a premium (above par), in the amount of three million euros (€3,000,000.00), by cash contribution, which was resolved on the same date by the general meeting of said company, with the Seller waiving its pre-emptive right. Upon completion of the above, the Company's stake in the share capital of STAGES NETWORK will amount to 40% of its share capital and voting rights. The consideration for the transaction may be increased, subject to conditions, depending on profitability achieved (profit before tax) for the period from 1 July 2026 to 30 June 2027, calculated on the basis of an Equity Value / Profit before tax multiple of six (6x), with a maximum additional consideration of €2,100,000.

2) Furthermore, the Company retains a option to acquire from the Seller such number of shares in STAGES NETWORK as corresponds to an additional nine percent (9%) of the share capital and voting rights in said company. The option may be exercised by the Company from 1.7.2027 to 31.12.2027. The price will be determined depending on the level of profitability (profit before tax) of STAGES NETWORK for the period from 1 July 2026 to 30 June 2027.

3) Following the agreements under (1) above, STAGES NETWORK will be consolidated using the full consolidation method in the Company's financial results, as the Company, based on contractual commitments between it and the Seller, as the sole shareholders of STAGES NETWORK, will exercise control

over it, in accordance with the provisions of International Accounting Standard (IAS) 24 and International Financial Reporting Standard (IFRS) 10 – Consolidated Financial Statements.

4) Grant Thornton Business Solutions S.A. (Grant Thornton) performed an independent valuation of STAGES NETWORK in connection with the Transaction.

5) Acting as the Company's financial and tax advisor for the Transaction was the advisory firm "DELOITTE BUSINESS SOLUTIONS S.A." and as legal advisor the law firm KBVL, a member of Deloitte Legal.

6) The above agreements were executed to implement the Company's investment plan for expansion into new activities.

This announcement is made pursuant to Article 17(1) of Regulation (EU) 596/2014 of the European Parliament on market abuse and Article 4.1 of the Athens Exchange Rulebook, as in force.

Kallithea, October 30, 2025

Statements

Ioannis Vrentzos, Chief Executive Officer, ALTER EGO MEDIA:

"Our participation in the share capital of Stages Network marks our expansion into the Live Entertainment sector, which is a key pillar of our future growth. We share with Stages Network the same commitment to producing high-quality cultural content and shaping enhanced entertainment experiences for the public. This partnership strengthens our strategy to diversify our revenue streams and to invest in new forms of content and its exploitation across multiple platforms."

Dionysis Panagiotakis – Founder, STAGES NETWORK:

"Our collaboration with Alter Ego Media is a decisive step in Stages Network's journey toward realizing our vision: to create a vibrant cultural hub where people, creators and technology meet to give every story the stage it deserves. The participation of Alter Ego Media enables us to accelerate our growth, enhance creativity, and offer the public even richer and more pioneering experiences."