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 of the following:

1) On March 5th, 2026, an agreement was signed for the acquisition of one hundred and seventy-five thousand three hundred and fifty-two (175,352) common registered shares with equal voting rights, with a nominal value of one euro (€1) each (hereinafter referred to as the "**Transaction**") corresponding to 50.1% of the share capital of the company under the name "MORE.GR ILEKTRONIKES YPIRESIES SINGLE MEMBER S.A." ("**MORE.GR**"), having its registered seat in Maroussi, Attica (18-20 Amaroussiou – Chalandriou), by purchase from its sole shareholder, a company under the name "Werealize.com Investments Limited" (the "**Seller**"), which remains a shareholder with a 49.9% stake in its share capital.

2) MORE.GR operates in a wide range of services in Greece and Cyprus, including, in particular, the sale, brokerage, and issuance of tickets for entertainment, cultural, educational, and sporting events and shows. MORE.GR owns the leading B2C digital platform for ticket issuance and distribution in Greece and Cyprus, with approximately 1.85 million registered users and 3.8 million monthly visitors. For the year 2025, the total Gross Transaction Value handled through the platform amounted to approximately €155 million, selling over 7,000,000 tickets, supporting more than 27,000 events. MORE.GR operates in Cyprus through its wholly owned subsidiary, a Cypriot company named "More.com Online Services CY LTD".

3) The consideration for this Transaction amounts to twenty million forty thousand euros (€20,040,000) (**"Initial Consideration"**), plus an additional amount corresponding to 50.1% of MORE.GR's net cash and cash equivalents after deducting liabilities considered as debt, as they stood on 31.12.2025 ("**Additional Adjusted Initial Consideration**").

   The financial consideration of the Transaction may be increased, under certain conditions, depending on the financial results of MORE.GR for the fiscal years 2026, 2027 and 2028 (hereinafter the "**Additional Consideration**"). The total financial consideration for the Transaction – excluding the Additional Adjusted Initial Consideration – may not exceed the amount of €30,060,000, i.e. total valuation cap €60,000,000 for 100% of MORE.GR. The Initial Consideration and the Additional Adjusted Initial Consideration will be covered by 62% from funds raised from the public offering for the listing of the Company's shares on the Athens Stock Exchange and by 38% from the Company's bank financing while any Additional Consideration will be covered by the Company's own funds.

4) Based on the existing business plan of MORE.GR for the fiscal year 2026, its turnover is expected to reach 11 million euros and the operating profits (EBIT) 5.2 million euros, positively contributing to the consolidated financial results of Alter Ego Media Group.

5) The following acted as the Company's advisors for this Transaction: (a) Grant Thornton Business Solutions S.A. conducted an independent valuation of MORE.GR, (b) DELOITTE BUSINESS SOLUTIONS S.A., as the financial and tax advisor, and (c) Souriadakis - Tsibris law firm, as the legal advisor.

6) This Transaction was executed to implement the Company's investment plan for expansion into new activities and diversification of its revenue sources, and is part of its strategy to expand its activities in the Live Entertainment sector.

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, 5 March 2026

Management Statements

Ioannis Vrentzos, Chief Executive Officer, Alter Ego Media:

"Our participation in the share capital of MORE.GR constitutes a significant step in implementing our strategy for expansion into the dynamically growing field of live events and entertainment. MORE has established itself as the leading digital ticket distribution platform in Greece, with a strong market presence, significant technological infrastructure, and a high degree of trust from the public and event organizers. We have full confidence in the company's business plan and the capabilities of its management team, led by Haris Karonis, to continue the successful growth trajectory of MORE.GR. We believe that our cooperation will create significant synergies and further enhance the company's potential for expansion."

Haris Karonis, MORE.GR Founder

“Through this collaboration with the Group of Alter Ego Media, we aim to create added value for our partners and organizers who trust the platform, but also to offer even better services and experiences to the hundreds of thousands of users and viewers who choose More to access events and entertainment.”