



**ANNOUNCEMENT REGARDING THE ACQUISITION OF A STAKE
IN THE COMPANY ANTENNA GREECE SUPPORT SINGLE MEMBER S.A.**

The company under the name “**ALTER EGO MEDIA A.E.**” (hereinafter the “**Company**” or “**ALTER EGO MEDIA**”), informs the investing public of the following:

- 1) On March 26th, 2026, an agreement was signed between, on the one hand, ALTER EGO MEDIA and the company IREON INVESTMENTS LIMITED, a subsidiary of Motor Oil Hellas Group and, on the other hand, the company ANTENNA TV BV, member of ANTENNA Group, for the acquisition of a participation by the former contracting parties in the company ANTENNA GREECE SUPPORT SINGLE MEMBER S.A., which, in the context of this agreement, will undertake the management and operation of the subscription-based platform for the provision of broadcasting services under the trading name ANT1+ (hereinafter referred to as the “**Transaction**”).
- 2) According to the terms of the Transaction, the participation of ALTER EGO MEDIA in the company ANTENNA GREECE SUPPORT SINGLE MEMBER S.A. will amount to 33.3% and will be carried out through a share purchase and participation in a share capital increase, for a total amount of €5.5 million. The aforementioned amount will be covered by the Company’s own funds and/or through bank financing.
- 3) Through this Transaction, the company IREON INVESTMENTS LIMITED will also become a shareholder in the company ANTENNA GREECE SUPPORT SINGLE MEMBER S.A. with a similar percentage (33.4%) so that, upon completion, the three partners will participate on an equal stake, aiming at the evolution of ANT1+ into a revamped subscription platform, under a new brand name, offering enriched audiovisual content, advanced technological features, and an enhanced viewing experience for users.
- 4) The completion of the Transaction is subject to approval by the competent Competition Authority.
- 5) The Company’s participation in this Transaction falls within the implementation of its investment plan.

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, 26 March 2026