

PRESS RELEASE
ANNOUNCEMENT AND COMMENTARY ON GROUP RESULTS OF 2025

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Alter Ego Media Group: Robust growth and significant strengthening of profitability

- **Turnover increased to €140.1 million (up 12.6% yoy)**
- **EBITDA strengthened to €53.7 million (up 15% yoy)**
- **Earnings before interest and taxes (EBIT) soared to €29.2 million (up 70.9% yoy) and net profits to €19.7 million (up 80.0% yoy)**
- **Equity stands at €145.7 million and net cash at €43.7 million**
- **Proposal to the General Meeting for the distribution of a dividend of €0.03 per share before withholding tax (in accordance with applicable tax legislation) and a capital return of €0.09 per share.**

Alter Ego Media, the country's major Media and Entertainment group, presents its financial results for 2025. The year 2025 marked a milestone for the Group, as it successfully completed the listing of all the Company's shares in the Main Market of Euronext Athens. At the same time, the Group recorded robust growth in both its operations and financial performance.

Consolidated turnover for 2025 rose to €140.1 million, from €124.4 million in 2024, representing an increase of approximately 12.6%. This growth was driven by higher revenues in both the publishing sector, which increased by 25.6% to €48.3 million (from € 38.4 million in 2024), and the broadcasting and content creation sector, which rose by 5.3% to €90.5 million (from €85,9 million in 2024).

The Group's earnings before interest, taxes, depreciation and amortisation (EBITDA) rose by 15%, to €53.7 million compared to €46.7 million in 2024.

The Group's earnings before interest and taxes (EBIT) increased by 70.9%, to €29.2 million, compared to €17.1 million in 2024.

The Group's net profits marked a significant increase by 80.8%, to €19.7 million, compared to €10.9 million in 2024.

As of December 31, 2025 consolidated equity amounted to €145.7 million, while net cash (cash and cash equivalents minus borrowing, excluding lease liabilities) stood at €43.7 million.

Following the successful completion of the Public Offering and the Company's listing on the Main Market of the Euronext Athens, out of the total net proceeds raised amounting to €50.8 million, the Company has allocated as of 31.12.2025 €35.1 million as follows: (i) €24.2 million in acquisitions and equity participations in third-party companies, as well as, investments within Alter Ego Ventures S.A., (ii) €0.9 million in technology investments, facilities and fixed assets (iii) €10.0 million in content production and acquisition of audiovisual intellectual property rights. The allocation of the proceeds is expected to be completed within the first half of 2026.

The Board of Directors will propose for approval by the General Meeting the distribution of a dividend amounting to €1,754,776 before withholding tax (in accordance with the applicable tax legislation), namely €0,03 per share. In addition, shareholders will be granted the right to optionally reinvest their

dividends in shares of the Company, within the framework of the existing three-year dividend reinvestment program adopted by the Annual General Meeting of 2025.

Furthermore, the Board of Directors intends to propose to the General Meeting a capital return amounting to €5,264,329, namely €0.09 per share.

The CEO of Alter Ego Media, Mr. Giannis Vrentzos, stated:

"2025 was a year of strong growth for Alter Ego Media, during which we consistently and successfully executed our investment plan. Our strategic objective is to transform the Group from a traditional media organization into a modern, diversified, creative ecosystem operating at the intersection of journalism and entertainment, digital content and live experience, as well as Greek creativity and international audiences.

*The successful implementation of our investment plan lays the foundation for our future growth, built on four key pillars: **publishing, broadcasting, content creation, and live entertainment.***

For 2026, the maturation of our investments is expected to further enhance the Group's operational and commercial performance. At the same time, the full consolidation of the financial results of Newsit, TLIFE, and Stages Network for the entire fiscal year, as well as More.gr for ten months, is expected to make a meaningful contribution to the further strengthening of our consolidated financial results".

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About Alter Ego Media

Alter Ego Media is a major Media & Entertainment group in Greece. With more than 1,000 employees, it maintains a strong presence across a broad ecosystem of activities spanning print and digital publishing, broadcasting, content creation, and live entertainment. Since January 2025, the Company has been listed on the Euronext Athens Stock Exchange.

In a rapidly evolving content consumption landscape, the Group systematically invests in technology, data, and artificial intelligence, accelerating its transformation into a modern AI-enabled media technology group. In this context, it develops innovative services and new ways of engaging with audiences, connecting multiple platforms and experiences.

Guided by responsible journalism and high-quality entertainment, Alter Ego Media is evolving into a modern creative powerhouse, with an outward-looking strategy and strong growth prospects.