



**ANNOUNCEMENT**  
**REGARDING THE ACQUISITION OF A MINORITY STAKE**  
**IN THE COMPANY FITQUEST SYMVOULEFTIKI 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 12.5.2026 an agreement (hereinafter referred to as the "**Transaction**") was signed for the acquisition by the Company's subsidiary, ALTER EGO VENTURES SINGLE MEMBER S.A. (hereinafter “**ALTER EGO VENTURES**”), of a stake in the company FITQUEST SYMVOULEFTIKI S.A., which is the sole shareholder of GYMQUEST SINGLE MEMBER S.A., operating and managing the fitness centers under the brand “Alterlife” (hereinafter “**Alterlife**”).
- 2) Alterlife is a rapidly growing retail services group holding with a leading position in the wellness sector in Greece, with 90 company-owned and/or franchised gyms, 165,000 members and c. 1,700 employees.
- 3) In accordance with the terms of the Transaction, the stake of ALTER EGO VENTURES in FITQUEST SYMVOULEFTIKI S.A. shall amount to 10% and will take place through a share purchase from existing shareholders (€2.25mn.) and participation in a share capital increase (€2.5mn.), against a total amount of €4.75mn. The aforementioned amount will be covered by 55% through bank financing and by 45% from the proceeds of the public offering for the listing of Company shares in the Euronext Athens stock exchange (funds to be contributed by the Company in ALTER EGO VENTURES through a share capital increase of the latter).
- 4) The Transaction is part of the Company's investment plan, implemented through ALTER EGO VENTURES, which is the corporate venture capital of Alter Ego Media Group. ALTER EGO VENTURES invests in companies that demonstrate strong growth prospects and synergies with the Group's operations.

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 Euronext Athens stock exchange Rulebook, as in force.

**Kallithea, 12 May 2026**