



ANNOUNCEMENT

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

Pursuant to the resolution dated June 17, 2025, of its Annual General Meeting of Shareholders (the “**Resolution**”) and the relevant resolution of its Board of Directors dated April 28, 2026, the Company announces its intention to commence implementation of the Company’s share buy-back programme (the “**Programme**”) as of April 30, 2026. The share buy-back will be conducted through the Euronext Athens stock exchange.

The maximum number of shares that the Company will acquire under the Programme, when added to the shares owned by the Company at any given time, shall not exceed 10% of the Company’s paid-up share capital as of the date of the Resolution, i.e., a total of up to 5,699,600 (56,996,000 × 10%) shares. Pursuant to article 49(3) of Law 4548/2018, any shares acquired for the purpose of distribution under the Company’s long-term free share distribution programme, the adoption of which was approved by the same Resolution in accordance with Article 114 of Law 4548/2018, are exempt from this restriction (10%).

According to the Resolution, the minimum purchase price was set at €1.00 per share and the maximum purchase price at €8.00 per share. The Programme will have a duration of twenty-four (24) months from the date of the Resolution, i.e., until June 17, 2027.

According to the Resolution, the treasury shares held by the Company at any given time shall be used for any purpose and use permitted by law, including, indicatively and without limitation, their allocation to Executive and Non-Executive Members – with the exception of Independent Members – of the Company’s Board of Directors and/or to executives of the Company and/or to employees of the Company and its affiliated companies, and to persons providing services on a regular basis, in accordance with the provisions of Article 49 of Law 4548/2018. The share buy-back will be carried out to the extent deemed beneficial to the Company, as market conditions at the time permit.

This announcement is made pursuant to Article 5(1) of Regulation (EU) 596/2014 of the European Parliament on market abuse and Article 4.1 of the Euronext Athens Rulebook, as in force.

Kallithea, 29 April 2026