



**ANNOUNCEMENT TO INVESTORS REGARDING THE OFFERING PRICE OF NEW, ORDINARY,
REGISTERED, VOTING SHARES OF
«ALTER EGO MEDIA S.A.»**



"Piraeus Bank S.A." and "Euroxx Securities S.A.", as Joint Coordinators and Bookrunners and Issue Advisors, and "Eurobank S.A.", as Joint Coordinator and Bookrunner, for the Public Offering and the listing of all ordinary shares of the company "ALTER EGO MEDIA S.A." (the "Company") on the Regulated Market of the Athens Exchange, following the completion of the Public Offering on Wednesday 22.01.2025 and the resolution of the Company's Board of Directors dated 22.01.2025, announce that, 14,249,000 new, ordinary, registered, voting shares of the Company (the "New Shares") were offered in total.

The final offering price of the Company's New Shares was set at €4.00 per share.

The total valid demand expressed by investors who participated in the Public Offering amounted to 169,202,486 New Shares at €4.00 per New Share, i.e. a total amount of €676.81 mil., exceeding the 14,249,000 New Shares offered through the Public Offering, by approximately 11.9 times.

The details of the allocation of the New Shares to the various categories of investors will be announced on Friday, 24.01.2025.

Kallithea, 22.01.2025