



In Madrid, on 14 April 2026

Communication to the Spanish Securities Market Commission (CNMV) of

**Other Relevant Information**

For the purposes set forth in Article 17 of Regulation (EU) No. 596/2014 of the European Parliament and of the Council of 16 April 2014 on Market Abuse, as well as in Articles 227 and 228 of the consolidated text of the Spanish Securities Market Act, approved by Royal Legislative Decree 6/2023 of 17 March, and other concordant provisions, Squirrel Media, S.A. communicates the following information:

**Acquisition of a company specialized in digital advertising planning and management services**

Squirrel has reached an agreement for the acquisition of 100% of the share capital of a Spanish company specialized in digital advertising planning and management services, with advanced capabilities in programmatic technology, advertising spend optimization and data-driven campaign activation.

The acquired company operates in the programmatic digital advertising space with activities across multiple international markets, providing services to advertisers and brands in various geographic regions. It manages automated, data-driven strategies over an aggregated advertising spend exceeding €500 million, with a strong focus on optimizing return on advertising investment through segmentation, analytics and media buying.

In accordance with the financial information provided in the context of the Transaction, the acquired company would have recorded, in FY 2025, managed advertising spend of €25 million, net revenue of €13 million and EBITDA of €3.2 million, representing an EBITDA margin of 25%.

The consideration agreed for the Transaction will be entirely satisfied through the delivery of Squirrel shares, valued at a price of €3.20 per share, and will be subject to a lock-up commitment by the sellers.

The Transaction is part of the Company's inorganic growth strategy and strengthens its positioning in the digital advertising and marketing services space, generating operational and commercial synergies across the Group's different business areas.

As of the date of this communication, and for confidentiality reasons necessary for the proper execution and closing of the Transaction, which is expected to be completed by the end of the current month, certain aspects of the Transaction cannot be disclosed.

The Company will inform the market in full as soon as such circumstances allow, in compliance with applicable regulations.

Squirrel Media, S.A.