



PRESS RELEASE

MFE-MEDIAFOREUROPE N.V.: MEDIUM-LONG TERM LOYALTY AND INCENTIVE PLANS

The Board of Directors of MFE-MEDIAFOREUROPE N.V., taking into account the resolution of the Nomination and Remuneration Committee, identified the participants in the Company's Medium-Long Term Loyalty and Incentive Plan for the years 2024-2026 approved by a resolution of the Shareholders during the AGM of 19 June 2024. The Board has granted to the same participants the rights due for the year 2025, basing the quantity on criteria established by the regulations governing the Plan approved by the Board of Directors at its meeting held on 17 July 2024.

Information regarding the participants and the number of rights granted to each can be found in the table attached.

The Plan's terms and Conditions, established also with the aim of retaining the loyalty of human resources with a significant role in the attainment of the Group's strategic results, as well as the characteristics of the granted rights, are outlined in the information document available to the public at the company's headquarters, on the company's web site (<https://www.mfemediaforeurope.com/en/>).

Annex: Table

Amsterdam – Cologno Monzese, 31 July 2025

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MFE-MEDIAFOREUROPE is an international holding company that brings together Europe's leading commercial broadcasters.

MFE-MEDIAFOREUROPE is based in Amsterdam, in the Netherlands, and fiscal resident in Italy. It controls Mediaset SpA and Grupo Audiovisual Mediaset España Comunicación SAU (both fiscal resident in their respective countries) and is the main shareholder of the German broadcaster ProSiebenSat1.

MFE-MEDIAFOREUROPE is listed on the Milan Stock Exchange (Ticker: MFEA, MFEB).

Name and surname or category	Position (to be stated only for named subjects)	OUTLINE 1						
		<i>Financial instruments other than stock options</i>						
		Section 2 Newly allocated instruments based on the decision of the competent body for the implementation of the Shareholders' Resolution						
		Date of the relative Shareholders' Resolution	Type of financial instrument	Number allocated	Date of allocation	Eventual acquisition price	Market price on date of allocation	Vesting period
Pier Silvio Berlusconi	Chief Executive Officer Director Executive	19/06/2024	Rights A for the free assignment of MFE shares A	566,932	cpr 28/07/2025 cda/oc 31/07/2025	N/A	2.8222	from 31/07/2025 to 31/07/2028
Marco Giordani	Director Executive	19/06/2024	Rights A for the free assignment of MFE shares A	141,732	cpr 28/07/2025 cda/oc 31/07/2025	N/A	2.8222	from 31/07/2025 to 31/07/2028

Gina Nieri	Director Executive	19/06/2024	Rights A for the free assignment of MFE shares A	106,300	cpr 28/07/2025 cda/oc 31/07/2025	N/A	2.8222	from 31/07/2025 to 31/07/2028
Stefano Sala	Director Executive	19/06/2024	Rights A for the free assignment of MFE shares A	212,600	cpr 28/07/2025 cda/oc 31/07/2025	N/A	2.8222	from 31/07/2025 to 31/07/2028
Niccolo' Querci	Director Executive	19/06/2024	Rights A for the free assignment of MFE shares A	57,578	cpr 28/07/2025 cda/oc 31/07/2025	N/A	2.8222	from 31/07/2025 to 31/07/2028
Staff	Executive	19/06/2024	Rights A for the free assignment of MFE shares A	1,277,498	cpr 28/07/2025 cda/oc 31/07/2025	N/A	2.8222	from 31/07/2025 to 31/07/2028