

In Madrid, on 25 February 2025

Communication to the Spanish Securities Market Commission (CNMV) of

Other Relevant Information

For the purposes provided for in articles 17 of Regulation (EU) no. 596/2014 of the European Parliament and of the Council of 16 April 2014, on Market Abuse and 227 of the consolidated text of the Securities Market Law and Investment Services Act, approved by Royal Legislative Decree 6/2023, of 17 March, and other concordant provisions, SQUIRREL MEDIA, S.A. communicates the following information:

Agreement for the Acquisition of NF Media and MATPRO

Squirrel announces that it has entered into an agreement for the acquisition of 100% of the share capital of NF Agencia de Medios Independiente SLU (hereinafter "NF Media") and Materia Prima Production SLU (hereinafter "MATPRO").

NF Media, is a 360-full-service media agency with over 30 years of industry experience, and with premises in Seville, Málaga, Madrid, and Alicante.

The company specializes in providing effective real-time, data-driven communication solutions, with a core business focus on media planning and the procurement of both digital and traditional media.

MATPRO is a company dedicated to tangible communication solutions, offering end-to-end project execution in event production, scenography, and retail environments.

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In the 2024 fiscal year, NF Media and MATPRO reported a consolidated turnover exceeding €22 million and an EBITDA of over €2 million, representing an EBITDA margin of approximately 10%.

This acquisition—alongside Squirrel’s existing subsidiaries, Best Option Media (BOM), Squirrel Global Media (SGM), and IKI Group—further consolidates Squirrel’s leadership position in the Spanish independent advertising sector, with a combined pro-forma turnover approaching €150 million for the 2024 fiscal year.

The integration of NF Media and MATPRO into Squirrel represents a highly strategic and synergistic move from both an industrial and financial standpoint.

This transaction not only enhances the capabilities and resources available to NF Media and MATPRO’s existing clients but also strengthens Squirrel’s service offering and strengthening its geographic presence.

NF Media and MATPRO are recognized leaders in the southern Spanish market, with a particular emphasis on Andalusia and the Mediterranean regions.

As part of the acquisition agreement, the current shareholders/management team, along with key personnel and staff —comprising circa 40 professionals— will remain in their roles, ensuring continuity and operational stability.

The corporate transaction comprises the acquisition of all outstanding shares of NF Media and MATPRO, with no associated type of debt or contingencies.

The purchase will be primarily financed through equity.

Squirrel has elected not to disclose any valuation detail of the acquired assets to avoid influencing other ongoing corporate negotiations involving comparable transactions.

Yours sincerely,

D. Francisco Roldán Santías

Secretary of the Board of Directors of Squirrel Media, S.A.