



In Madrid, on 3 September 2025

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:

IKI Group signs a strategic agreement with Restaurant Brands Europe for the management of its advertising investment

IKI Group, the leading independent media agency in Spain by turnover and subsidiary of Squirrel, has entered into a strategic agreement with Restaurant Brands Europe (RBE) for the exclusive management of its advertising investment for a period of at least four years.

Restaurant Brands Europe, the largest organized restaurant operator in Europe, holds the master franchise rights for Burger King® in Spain and Portugal, Popeyes® in Spain and Italy—a company specializing in chicken products originating from Louisiana, USA—and Tim Hortons® in Spain, the Canadian coffee chain.

In 2024, RBE achieved gross revenues of €1.85 billion through its network of more than 1,350 restaurants across its three brands, of which over 1,050 are directly operated and the remainder managed by franchisees. The group employs more than 40,000 people across the three markets.

The agreement provides for the comprehensive management of all advertising and communication investment of RBE for a minimum of four years. In this respect, Squirrel estimates that RBE's total advertising investment under the agreement (across all countries and brands) will exceed €200 million over the contract period.

This agreement represents a strategic milestone for Squirrel's Media division, both in terms of its economic relevance and by granting access to another top-tier institutional client of reference in the sector. As a result, the division consolidates its position as a global media multinational, managing large-scale institutional clients such as RBE, whose access is highly restricted and regarded as sector benchmarks.

In line with this transaction and consistent with the Group's strategy, Squirrel's Media division has, in recent years, strengthened its structures, technological and operational capabilities, and client service, incorporating top-tier assets and talent both nationally and internationally.

Furthermore, Squirrel will make available to RBE the full range of capabilities of all the Group's companies and verticals, thereby reinforcing the growth and scalability of RBE's project and consolidating Squirrel as a key player in the new era of entertainment and communication.

Squirrel Media SA