



In Madrid, on 18 November 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:

Appointment of new Chief Marketing Officer (CMO)

The Board of Directors of Squirrel Media, S.A. has approved the appointment of José Juan Domínguez as the Group's new Chief Marketing Officer (CMO).

With more than twenty years of international experience in senior leadership roles across marketing, communications and corporate strategy, José Juan Domínguez has developed his career in leading multinational companies such as Hitachi, where he was part of the global management team in Tokyo, and Siemens Healthineers, where he served as Marketing and Communications Director for Southern Europe.

His appointment strengthens Squirrel's corporate structure and supports the Group's brand development and growth strategy at a pivotal stage of expansion and consolidation of its competitive position.

In his new role, he will lead the Group's global marketing and communications strategy, enhancing the projection of the Squirrel brand as a corporate platform, supporting the integration of the different business units, and driving sustainable value creation for shareholders, clients and employees.

This appointment forms part of the ongoing reinforcement of the Group's executive structure, aimed at consolidating its organic and inorganic growth and strengthening its position as one of the most dynamic and fast-growing media and technology groups in the Spanish market.

Between 2020 and 2024, Squirrel multiplied its business volume by more than seven times and its EBITDA by more than ten, positioning the company as one of the media, content and technology groups with the strongest and most sustained growth in Spain.

Squirrel Media SA