



Promotora de Informaciones, S.A. ("**PRISA**" or the "**Company**"), pursuant to Article 17 of Regulation (EU) No 596/2014 on market abuse and Article 226 of the Law 6/2023, of 17 March of the Securities Markets and investment Services (*Ley del Mercado de Valores y de los Servicios de Inversión*), hereby discloses the following

### **INSIDE INFORMATION**

The Company's Board of Directors has resolved to set up a buy-back programme for the repurchase of its own shares (the "**Buy-back Programme**"), pursuant to the authorization for derivative acquisition of own shares granted by the ordinary General Shareholders' Meeting of PRISA, held on May 14, 2025, under item nine of the agenda.

The Buy-back Programme will be carried out according to the transparency and operative requirements set forth by Regulation (EU) No 596/2014 of the European Parliament and of the Council of 16 April 2014 on market abuse (market abuse Regulation) and Commission Delegated Regulation (EU) 2016/1052 of 8 March 2016 (the "**Delegated Regulation 2016/1052**"), as well as other applicable regulations.

The Buy-back Programme will have the following features:

- **Purpose:** the sole purpose of the Buy-back Programme is to provide the Company's treasury stock with a sufficient number of shares to cover the settlements of the compensation plans currently in force for the executive directors and managers (*directivos*) of the PRISA Group, which are payable in shares (the "**Compensation Plans**").
- **Maximum monetary amount:** the maximum monetary amount allocated to the Buy-back Programme is EUR 370,000. For the purpose of calculating this amount, only the acquisition price of the shares will be taken into account and, therefore, any expenses, commissions or brokerage fees that, if applicable, may be charged on the acquisition transactions shall not be considered.
- **Maximum number of shares:** the maximum number of own shares to be acquired by the Company under the Buy-back Programme is 1,000,000 shares, representing approximately 0.0741% of PRISA's share capital.
- **Price and volume:** the acquisition of shares under the Buy-back Programme will be made at a market price, in accordance with the price and volume conditions provided for in Article 3 of Delegated Regulation 2016/1052, in addition to respecting the limits set out in the General Shareholders' Meeting on May 14, 2025 resolution referred to above. In particular, as regards to the price, the Company will not purchase shares at a price higher than the highest of the following (i) the price of the last independent transaction; or (ii) the highest current independent purchase bid on the trading venue where the purchase is carried out, including when the shares are traded on different trading venues. With regard to volume, PRISA will not purchase on any trading day more than 25% of the average daily volume of the Company's shares on the trading venue on which the purchase is made. The average daily volume of the Company's shares for the purposes of the above calculation shall be based on the average daily volume traded in the 20 trading days preceding the date of each purchase.
- **Duration:** the Buy-back Programme will commence on September 30, 2025, and will remain in force until April 30, 2026. Notwithstanding the above, the Buy-back Programme may be early terminated if, before said date, PRISA had acquired shares under the Buy-back Programme for an acquisition price reaching the maximum monetary amount or the maximum number of shares set forth above, or if any other circumstance advises or requires so. The interruption, termination and modification of the Buy-back Programme, as well as the information on all share purchase transactions carried out thereunder will be duly notified to the Spanish Securities and Exchange Commission (*Comisión Nacional del Mercado de Valores*) through the publication of the corresponding market communications, in accordance with the provisions of Delegated Regulation 2016/1052.

The Buy-back Programme will be managed by JB Capital Markets, Sociedad de Valores, S.A.U., which will carry out the share purchases on behalf of the Company and will make all purchase decisions independently and without being influenced by the Company.

As a consequence of the establishment of the Buy-Back Programme, effective September 30, 2025, the liquidity agreement entered into with JB Capital Markets, Sociedad de Valores, S.A.U., which was initially entered into in July 2019 (announced to the market through the publication of the corresponding "relevant information" registration number 280677) and which has been extended by agreement between the parties successively, the last one in July 2025 (valid until July 11, 2026), is temporarily suspended. In this regard, PRISA will inform the market, when appropriate,

***English translation for information purposes only.***

*In case of discrepancies between the Spanish original and the English translation, the Spanish version shall prevail.*

by means of the corresponding communication of “other relevant information”, on the resumption of the aforementioned liquidity agreement.

Madrid, September 29, 2025  
Pablo Jiménez de Parga Maseda  
Secretary of the Board of Directors