

In Madrid, on 4 June 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:

### **Squirrel Media Formalizes the Acquisition of NF MEDIA and MATPRO**

Squirrel announces that, as of yesterday, it has formalized the acquisition of 100% of the shares of NF Agencia de Medios Independiente S.L.U. (hereinafter, NF Media) and Materia Prima Production S.L.U. (hereinafter, MATPRO).

NF Media is a 360-degree media agency, established over 30 years ago, with offices in Seville, Málaga, Madrid, and Alicante.

The company specializes in providing real-time, effective communication solutions, with a strong business focus on both online and offline media planning and buying.

MATPRO, on the other hand, is a company focused on tangible communication, delivering end-to-end projects in event production, scenography, and retail environments.

In the 2024 fiscal year, based on audited and closed data, both companies jointly generated revenues of over 23 million euro and an EBITDA of approximately 3 million euro, representing an EBITDA margin of nearly 12%.

# squirrel

## NF MEDIA/MATPRO SUMMARISED PROFIT&LOSS ACCOUNTS

(€m)	2023	2024	Change
Revenue	19.22	23.50	22.3%
EBITDA	1.97	2.79	41.4%
EBITDA margin	10.2%	11.9%	+160 bps
EBIT	1.93	2.90	50.2%
EBIT margin	10.0%	12.3%	+230 bps
Earnings Before Taxes	1.95	2.96	52.0%
EBT margin	10.1%	12.6%	+250 bps

As a result of the transaction, which was formalized before a notary yesterday, NF Media and MATPRO will be consolidated into the Squirrel Media Group as of June 2025.

With this acquisition—together with its subsidiaries Best Option Media (BOM), Squirrel Global Media (SGM), and IKI Group—Squirrel strengthens its undisputed leadership position in the independent advertising sector in Spain, achieving pro forma combined revenues of over 150 million euro in the 2024 fiscal year.

The integration of NF Media and MATPRO into Squirrel is highly strategic and synergistic, both from an industrial and financial standpoint.

Through this integration, NF Media and MATPRO not only expand their capabilities and resources for existing clients, but also enhance and broaden the existing capabilities of Squirrel's media vertical, increasing the range of services offered and reinforcing its geographic presence.

Additionally, it is important to note that the Group's media vertical management team is strengthened, as both the current shareholders/executives and all key personnel will remain with the companies (currently comprising a workforce of nearly 40 professionals).

NF Media and MATPRO are sector leaders in southern Spain, with a particular focus on Andalusia and the Mediterranean regions.

The corporate transaction includes 100% of the shares of NF Media and MATPRO, which are acquired free of debt and contingencies. The transaction has been financed predominantly through equity.

Squirrel has chosen not to disclose the relative valuation of the assets in order to avoid influencing other similar corporate transactions currently under negotiation.

Squirrel Media, S.A.