



In Madrid, on 8 July 2026

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:

Squirrel completes the acquisition of ADSPLANNING

Squirrel announces that it has formally completed the acquisition of 100% of the share capital of ADSPLANNING following the execution and notarisation of the corresponding share purchase agreement, all conditions precedent to closing having been duly satisfied.

This announcement follows the information disclosed by the Company on 15 April 2026 through an Other Relevant Information communication filed with the CNMV under Registration Number 40,261, entitled "Acquisition of a company specialised in digital advertising planning and management services", whereby the market was informed of the agreement reached for the acquisition of the company.

ADSPLANNING is a Spanish company specialised in digital advertising planning and management services, with advanced capabilities in programmatic advertising technology, advertising investment optimisation and data-driven campaign activation. The company operates across several international markets, providing advertisers and brands with programmatic media buying solutions, advanced analytics and advertising performance optimisation services.

The completion of this transaction represents a further milestone in Squirrel's inorganic growth strategy. Over recent months, both organisations have worked closely together to prepare the integration process and identify the main operational, commercial and technological synergies arising from the combination.

As previously disclosed when the transaction was announced, the consideration has been settled entirely through the issuance of Squirrel shares, valued at €3.20 per share, meaning that the acquisition has been completed without any cash outflow for the Company. Furthermore, the sellers remain subject to the agreed lock-up commitment, reinforcing their long-term alignment with Squirrel's business project and its strategy of delivering sustainable value creation for shareholders.

The Company estimates that ADSPLANNING will close the 2026 financial year with revenues exceeding €18 million, representing growth of more than 38% compared to 2025, and with EBITDA above €5 million, an increase of more than 56% year-on-year, resulting in an EBITDA margin of approximately 28%. These projections reflect the strong performance of the business and the significant growth and value creation potential that ADSPLANNING is expected to contribute to the Squirrel Group.

Through this acquisition, Squirrel significantly strengthens its position in the digital advertising and marketing technology sector by incorporating highly specialised capabilities in programmatic advertising, automated campaign management and data analytics, further enhancing and complementing the range of services offered across the Group's different business divisions.

The integration of ADSPLANNING will continue progressively over the coming months in accordance with the planned integration roadmap, with the objective of maximising the operational, commercial and technological synergies arising from the transaction, accelerating the development of high value-added solutions for clients and advertisers, and further supporting the Group's profitable growth.

This transaction represents another significant step forward in Squirrel's strategy to consolidate its position as an integrated technology group specialised in Media, Content and Network, strengthening its capabilities in one of the fastest-growing and most profitable segments of the advertising industry while further enhancing a differentiated, scalable platform focused on long-term shareholder value creation.

The above is hereby notified to the market for the appropriate purposes.

Squirrel Media, S.A.