



In Madrid, on 3 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:

Squirrel acquires RANNA, a communication agency specialized in the institutional and public sector

Squirrel has reached an agreement to acquire 75% of RANNA Consultoría, an image and communication agency with extensive experience in the design and management of institutional strategies and campaigns for public administrations.

With this transaction, which becomes effective as of today, Squirrel strengthens its Media division, incorporating a structure with deep knowledge of the public sector and proven experience in projects developed for municipalities, provincial councils, regional governments, and ministries — an area of business where Squirrel does not currently have the same level of presence as in the private sector.

RANNA has a national presence, with a particularly strong footprint in Extremadura, and will contribute to the Group significant know-how in institutional communication, public image management, awareness campaigns, and comprehensive 360° communication projects aimed at the public sector.

The transaction has a high strategic value, as it enables Squirrel to strengthen its position in a segment with growing investment in communication and advertising, an area that is experiencing strong momentum driven by the digitalization of public services and citizen engagement policies.

The integration of RANNA will allow Squirrel to broaden its service offering in the field of institutional communication, enhancing its operational capacity in public tenders and consolidating its position as a comprehensive reference in communication, content, and media within the Spanish market.

This transaction is part of the Group's strategic growth and diversification plan, and responds to the objective of continuing to integrate companies with high added value and clear synergies within Squirrel's communication ecosystem.

The acquisition has been fully financed with the company's own funds. Squirrel does not disclose financial details or valuation of the transaction in order to avoid influencing other potential operations currently in progress.

Squirrel Media SA