

PRESS RELEASE

Announcement & Commentary on Financial Results

Period 1 January – 30 June 2025

Athens, 25 September 2025

Alter Ego Media Group: Strong Organic Growth in H1 2025

- Revenue rose to **€59.1 million** (+7.9% vs. H1 2024)
- **EBITDA** increased to **€17.1 million** (+17.0% vs. H1 2024)
- Operating profit (**EBIT**) reached **€4.0 million** (improved by €6.4 million vs. H1 2024)
- Net profit amounted to **€1.2 million** (improved by €5.0 million vs. H1 2024)
- **Equity** of **€119 million** and **net cash** of **€50.2 million** as of 30 June 2025

Alter Ego Media, Greece's major media group, announced its financial results for the first half of 2025, highlighting significant organic growth across both business segments and confirming the successful execution of its business plan.

Consolidated revenue for H1 2025 reached **€59.1 million**, up from €54.8 million in H1 2024 (+7.9%). Growth came from both the **publishing segment**, up 9.9% to €19.1 million (vs. €17.4 million), and the **broadcasting & content creation segment** (TV/radio and audiovisual production), up 7.0% to €40.0 million (vs. €37.4 million).

Group **EBITDA** rose to **€17.1 million**, a 17.0% increase year-on-year, reflecting improved operating efficiency and cost management.

At the operating profit level (**EBIT**), the Group reported **€3.9 million**, an improvement of €6.4 million compared with the same period of 2024. Depreciation of intangible assets decreased by €3.9 million, mainly due to the rationalisation of programming costs at the Mega TV channel.

Net profit amounted to **€1.2 million**, up by €5.0 million versus H1 2024.

Management notes the Group's operations are highly seasonal, with stronger performance traditionally in the second half of each year.

The successful completion of the company's **Athens Stock Exchange listing** significantly strengthened its balance sheet, bringing **equity to €119 million** and **net cash to €50.2 million** as of 30 June 2025, underscoring its solid capital structure and strong liquidity.

The H1 2025 growth was **organic**. In H2 2025, the Group's financial results are expected to further strengthened by the acquisitions of **Newsit E.P.E.** and **Tlife S.A.**, alongside the continued execution of the Group's investment plan.

Statement by CEO Giannis Vrentzos

“The first half of 2025 marked a period of strong organic growth across all key financial metrics, confirming the success of our strategic plan and the confidence of the market, as reflected in our successful Athens Stock Exchange listing and the subsequent performance of our share.

Remaining firmly committed to our investment plan to transform Alter Ego Media into a **media-tech group** and to the targeted deployment of the capital raised, we expect to achieve further business expansion and financial growth.

Our strategic positioning and robust financial structure create opportunities for continued growth in the dynamically evolving media and entertainment sector, with the aim of delivering **sustainable value for our shareholders.**”

#AlterEgoMedia #MegaTV #inGr #ToVima #TaNea #OT #More

About Alter Ego Media

Alter Ego Media is the major media group in the country and one of the largest content producers in Greece.

The Group's portfolio includes MEGA, the leading television channel in terms of viewership, as well as the iconic and historic news media TO VIMA, TA NEA, and OIKONOMIKOS TACHYDROMOS. A point of reference for Alter Ego Media is the online portal IN.GR, which contributed significantly to the spread of the internet in Greece. The Group also includes the radio station MY RADIO, the production company ALTER EGO STUDIOS, and the thematic content production company MORE MEDIA. In 2025, **Alter Ego Media** added six new media brands to its digital media portfolio — Newsit, Tlife, Zappit, Iatropedia, Perpetual, and OnAlert — expanding its digital footprint to dynamic (female and youth) and niche audiences.

With a focus on responsible journalism and pluralism, and with a passion for high-quality entertainment, **Alter Ego Media** continuously invests in new technologies and is transforming into a competitive Media Tech Group.