

Press Release

27.01.2025

## Commencement of Trading of Alter Ego Media Shares on the Main Market

The Athens Stock Exchange today welcomed the management, executives, and partners of Alter Ego Media on the commencement of trading of the company's shares on its Main Market. The founder and majority shareholder of Alter Ego Media, Mr. Evangelos Marinakis, rang the opening bell for today's trading session.

The **CEO of the Athens Exchange Group, Mr. Yianos Kontopoulos**, welcomed the representatives of Alter Ego Media, marking the first company listing of 2025. "The new year finds the Athens Stock Exchange continuing on a trajectory of growth and stability, despite the multiple challenges and uncertainties shaping the European and global environment. The positive momentum of the Greek economy is also strongly reflected in the sustained interest and confidence demonstrated by the international investment community in the Greek stock market. Over the past year, the presence of foreign investors in our market capitalization further increased, reaching 58%. Within this very positive and promising environment, we welcome the management, executives, and partners of Alter Ego Media today and congratulate them on the remarkable success of their public offering."

**Mr. Evangelos Marinakis, Founder and Majority Shareholder of Alter Ego Media**, stated: "Today marks the beginning of a new chapter, not only for Alter Ego Media but also for the media sector in our country, which for years has struggled to adapt to the new era. Our entry into the Athens Stock Exchange was realized not only due to our strong financial standing but also because of our vision—our firm commitment to our mission and our core principles of independence, freedom of expression, and high-quality content. The success of our public offering and the strong participation from the investment community serve as a great validation and a vote of confidence in our vision. Our choices now carry even greater significance for the sector. We are transforming the relationship of trust between the public and the media and, ultimately, the relationship of trust with our country. Because this trust is built on journalism that is accountable to society and upholds the fundamental principles of transparency, freedom, democracy, and pluralism."

The **Chair of the Hellenic Capital Markets Commission, Ms. Vasiliki Lazarakou**, added: "The oversubscription of the offering by nearly 12 times is indicative of the strong reception by investors and serves as a vote of confidence not only in the company itself but also in the Athens Stock Exchange. It is also proof that our market has returned to a dynamic growth trajectory. The Hellenic Capital Markets Commission fully supports, and will continue to support, the ongoing effort to enhance the Greek capital market."