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## Press release

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### **ProSiebenSat.1 takes over Jochen Schweizer mydays completely**

- **ProSiebenSat.1 acquires the remaining 10.1% stake held by founder Jochen Schweizer**
- **Further step towards simplifying the structure of the Commerce & Ventures segment**

**Unterföhring, April 15, 2025.** The Jochen Schweizer mydays Group is now fully owned by ProSiebenSat.1 Media SE. The media group has acquired the remaining 10.1% of shares in Jochen Schweizer mydays Holding GmbH held by founder Jochen Schweizer via Jochen Schweizer Beteiligungs GmbH since ProSiebenSat.1 initially took a stake in the company in 2017. Based on former contracts the media company has now exercised the existing purchase option to transfer the founder's remaining stake to itself and now owns 100% of the shares in the provider of vouchers for special experiences. With the full acquisition of the subsidiary, ProSiebenSat.1 gains further flexibility for the future direction of Jochen Schweizer mydays.

**Martin Mildner, CFO of ProSiebenSat.1 Media SE:** "Since the acquisition of Jochen Schweizer GmbH in 2017 we have successfully united the two well-known experience brands Jochen Schweizer and mydays under one roof, integrated both brands on the same technical platform and consistently expanded and scaled the company's offering. The complete takeover now enables us to position Jochen Schweizer mydays perfectly for the future and, at the same time, to further simplify the shareholder structure of our majority shareholdings and to organize our portfolio even more clearly. I would like to thank Jochen Schweizer for the trustful cooperation and would be very pleased if he continued to be available to us in the future with his extraordinary expertise as an advisor for our experience business."

**Christian Nau, CEO Jochen Schweizer mydays Holding GmbH:** "It is with great respect and gratitude that we bid farewell to Jochen Schweizer as a shareholder in our company. As a pioneer of extraordinary experiences, he was instrumental in shaping the market and making the gifting of experiences accessible to everyone. His vision of enriching people's lives through special moments still characterizes the Jochen Schweizer experience brand today - and that is exactly what we are now building on."

**Jochen Schweizer:** "What began decades ago as a personal vision has developed into a brand that inspires and enriches millions of people today. With the sale of my remaining stake in Jochen Schweizer mydays Holding GmbH, I am also ending my formal involvement in the company's Advisory Board and wish the management and all employees of my former company the best of luck and success. This marks the beginning of a new phase of entrepreneurial activity for me. The 'Jochen Schweizer' brand remains my responsibility – aside from the provision of vouchers for third-party offers by Jochen Schweizer mydays. The comprehensive brand rights, including the Jochen Schweizer Arena, remain in my possession and form the basis for the next step. This includes developing the arena into a flagship project for 100% sustainable corporate events - powered entirely by solar energy from our own production. At the same time, I am starting a new chapter as a mentor: I want to pass on what I have learnt in half a century as an entrepreneur and help as many people as possible to develop their own potential."

The two brands Jochen Schweizer and mydays will continue to operate independently as before. In order to ensure sustainable growth for the company, Jochen Schweizer mydays is focusing on further simplifying

voucher redemption in addition to expanding the range of experiences on offer. Customers can now redeem any voucher from Jochen Schweizer and mydays for one of over 8,000 experiences. On request, personal contact persons are available by telephone to assist with the selection of experiences and make individual experience suggestions. A new, independent team set up by CEO Christian Nau is responsible for voucher redemption and ensures that the process is continuously improved for customers.

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