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## Press Release

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### **PPF announces public acquisition offer to increase its stake in ProSiebenSat.1 to up to 29.99%**

**Unterföhring, 12 May 2025.** PPF IM LTD, an indirect subsidiary of PPF Group N.V. (PPF), who currently owns a stake of close to 15% in ProSiebenSat.1 Media SE through shares and instruments, today published its decision to launch a public acquisition offer in the form of a partial offer for the acquisition of a number of ProSiebenSat.1 shares yet to be determined to achieve a shareholding in ProSiebenSat.1 of up to 29.99% of the share capital. The offer will provide for an all-cash consideration in the amount of 7.00 euros per share. PPF also confirmed its full support for the Company's strategy.

The Executive Board of ProSiebenSat.1 welcomes the offer announced by PPF today. It also appreciates the elevated commitment of PPF to ProSiebenSat.1 as long-term oriented major shareholder, demonstrated by PPF's intention to increase its stake at a premium, as well as its continued support for the Executive Board and the execution of its strategy.

ProSiebenSat.1 notes that the offer is not intended to acquire a controlling interest in the Company and, accordingly, will not extend to the acquisition of all outstanding shares. It will provide shareholders, who prefer to monetize their investment short-term, with a better all-cash alternative to the public takeover offer published by MFE-MEDIAFOREUROPE N.V. (MFE) on 8 May 2025 at a premium of approx. 21% to the implied MFE offer consideration as of 9 May 2025.

**Bert Habets, CEO of ProSiebenSat.1 Media SE:** "PPF has been a long-standing investor in ProSiebenSat.1 having a deep understanding of our business. The Executive Board is supportive of PPF's increased commitment to ProSiebenSat.1, as evidenced by the terms of its offer, and appreciates its support for our digital transformation strategy."

Following publication of the offer document, the Executive Board and the Supervisory Board of the Company will issue their respective legally required reasoned statement on the offer announced by PPF.

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