



Ordinary General Meeting of ProSiebenSat.1 Media SE on May 20, 2026

Information on Data Protection for Shareholders of ProSiebenSat.1 Media SE and Their Representatives as well as Guests with Regard to the Processing of Data for the Purposes of the General Meeting

ProSiebenSat.1 Media SE attaches great importance to the protection of your data and your privacy. In this data protection notice, we inform you about the personal data of our shareholders and their representatives that we process in connection with the preparation, holding and follow-up of the virtual general meeting, and about the rights to which you are entitled under Regulation (EU) 2016/679 (General Data Protection Regulation – “**GDPR**”) and the German Federal Data Protection Act (*Bundesdatenschutzgesetz* – “**BDSG**”) with regard to the processing of your data.

At the website www.prosiebensat1.com/hauptversammlung, the Company maintains an internet-based online portal (“**Shareholders' Portal**”). Through this portal, duly registered shareholders (and, where applicable, their representatives) may follow the entire general meeting by way of video and audio transmission and exercise their voting rights by electronic absentee voting as well as grant proxies. In addition, shareholders who have not registered may follow the general meeting by way of video and audio transmission via the Shareholders' Portal. For invited Guests, the video and audio transmission of the general meeting is provided via a separate stream operated by our service provider Promeas GmbH, which is likewise operated exclusively on our behalf and in accordance with our instructions. The Shareholders' Portal is operated by our service provider Computershare Deutschland GmbH & Co. KG exclusively on our behalf and in accordance with our instructions.

1. Controller for the Processing of Personal Data and Data Protection Officer

In connection with the (virtual) general meeting, ProSiebenSat.1 Media SE processes personal data on the basis of the applicable data protection rules in order to enable shareholders to exercise their rights in connection with the general meeting and to comply with other legal requirements to which it is subject in connection with the general meeting.

The controller for the processing of personal data concerning you within the meaning of Art. 4 no. 7 GDPR is

ProSiebenSat.1 Media SE
Medienallee 7

85774 Unterföhring
E-Mail: aktie@prosiebensat1.com

You can reach the data protection officer of ProSiebenSat.1 Media SE at:

ProSiebenSat.1 Media SE
Group Data Protection Officer
Medienallee 7
85774 Unterföhring
E-Mail: datenschutz@prosiebensat1.com

2. Categories of Personal Data Processed

We process the following data of our shareholders and their representatives in connection with the general meeting:

- First and last name;
- Place of residence or registered office and address as well as further contact details (e.g. e-mail address);
- Information on shareholdings, number of shares, class of shares, type of share ownership; custodian bank;
- Individual access data for the Shareholders' Portal;
- Information on the type and manner of participation in connection with the general meeting (e.g. votes cast by electronic absentee voting, granting of proxies, instructions, motions submitted, election proposals, statements submitted, objections);
- In the context of speeches, questions or follow-up questions by way of video communication, also your image and audio data as well as the associated communication data;
- Other data generated in the course of the preparation and holding of the general meeting.

If shareholders or their representatives contact us, we additionally process those personal data that are necessary to respond to the respective inquiry, such as the e-mail address or telephone number. If shareholders or their representatives deliver speeches during the general meeting, we also process their image and audio data.

When you visit our Shareholders' Portal on the internet, we collect data about access to the Shareholders' Portal. The following data and device information are recorded in the web server log files:

- Data retrieved or requested (including the URL accessed);
- Date and time of the access;
- Notification of whether the access was successful;
- Type of web browser used;

- IP address;
- Actions performed within the Shareholders' Portal.

Your browser automatically transmits this data to us when you visit the Shareholders' Portal.

In addition, we use so-called web storage functions. For this purpose, small text files are placed and stored in the local storage of your browser on your end device. As part of the session storage technology, after your login we collect information about the respective authentication token (i.e. your access data) and your session data (so-called session data), including the granting of consent to our terms of use as well as your e-mail address for the automated sending of confirmations. This enables you to be recognized as a user when you navigate to another page of the Shareholders' Portal during an active session, return to our website or need to reload the page. The data stored as part of the session storage technology is automatically deleted when the browser is closed. In addition, we use the so-called local storage function to store the timestamp of your login, which, for security reasons, enables an automatic logout after a specified period of time. The data stored in local storage remains on your end device after the browser is closed. In your browser menu, you will find information on how to technically prevent the acceptance of web storage objects and with which settings your browser will notify you about the placement of a new web storage object. Please note that some functions of our Shareholders' Portal may no longer be available if web storage objects are deactivated.

If we contact Guests in order to enable them to connect to the virtual general meeting via the stream on the Shareholders' Portal, we may process their name, their function and the contact information required for the respective means of communication (e.g. e-mail address or postal address).

3. Purpose and Legal Basis of the Processing

We process your personal data in compliance with the provisions of the GDPR, the BDSG, the German Stock Corporation Act (*Aktiengesetz* – “**AktG**”) and other applicable legal provisions.

a) Preparation, Holding and Follow-Up of the General Meeting

We process your personal data in order to prepare, hold and follow up the general meeting and to fulfill our statutory obligations towards shareholders and their representatives in this context, in particular in order to:

- process the registration and electronic connection of shareholders and their representatives to the general meeting (e.g. identity verification, verification of the entitlement to exercise shareholder rights and to connect via the Shareholders' Portal, preparation of the list of participants and making it available for inspection, dispatch of

registration confirmations with access data as well as making documents available during the general meeting); and

- enable shareholders and their representatives to exercise their rights in connection with the general meeting (in particular by casting votes by electronic absentee voting, exercising the right to speak and the right to request information by way of video communication as well as exercising further rights such as granting proxies, submitting statements and declaring objections by way of electronic communication via the Shareholders' Portal).

The legal basis for this processing is Art. 6 para. 1 lit. (c) GDPR in conjunction with our obligations under stock corporation law, in particular under Art. 9 para. 1 lit. c) (ii) of the SE Regulation in conjunction with sections 118, 118a et seq. AktG. The processing of your personal data is strictly necessary for the proper preparation and holding of the general meeting.

In connection with the general meeting, we may also transmit your data to our legal advisors, tax advisors, notaries or auditors, as we have a legitimate interest in holding the general meeting in compliance with the applicable legal provisions and in obtaining external advice for this purpose. The legal basis for this processing is Art. 6 para. 1 lit. (f) GDPR.

Furthermore, the general meeting will be broadcast live on the internet for the interested public until the end of the report of the chairman of the Supervisory Board and the speech of the chairman of the Executive Board. If you deliver a speech as a shareholder or representative, your image and audio data will be processed. The legal basis for this processing is Art. 6 para. 1 lit. (f) GDPR. Our legitimate interest consists in enabling interested shareholders and the public to follow the general meeting via the internet.

Where applicable, we process the name, the function and the contact information required for the respective means of communication (e.g. e-mail address or postal address) of Guests in order to send them an invitation to the virtual general meeting and to ensure that only invited Guests are able to connect to the video and audio transmission of the general meeting. The legal basis is Art. 6 para. 1 lit. (f) GDPR. Our legitimate interest lies in informing the broadest possible circle of interested parties about the virtual general meeting and, if you are a media representative, in creating the conditions for independent public reporting while at the same time restricting access to the invited group of persons.

b) Compliance with Statutory Reporting and Disclosure Obligations (in Particular Voting Rights Notifications) and Other Statutory Obligations, in Particular Retention Obligations

Your personal data is also processed for the purpose of complying with any statutory reporting and disclosure obligations (in particular voting rights notifications). In addition, your personal data may be processed in order to comply with other statutory obligations such as regulatory requirements as well as retention obligations under stock corporation law, commercial law and tax law. The legal basis for this processing is Art. 6 para. 1 lit. (c) GDPR in conjunction with the respective statutory provisions.

c) Further Processing Purposes

We process your personal data for the preparation of analyses and reports on the shareholder structure. This serves our legitimate interest in analyzing the Company's capital structure as a basis for corporate decisions. The legal basis for this processing is Art. 6 para. 1 lit. (f) GDPR. We do not process the relevant personal data by means of automated decision-making and/or profiling.

4. Cookies and Similar Technologies

For our Shareholders' Portal as well as the provision of the stream for guests, we use technically strictly necessary cookies, device information in web server log files as well as web storage and local storage elements (collectively "**Cookie Functions**"). Cookies are small files that are placed on your desktop, notebook or mobile device by a website you visit. From these, we can determine, for example, whether there has already been a connection between your device and our Shareholders' Portal, or which language or other settings you prefer. Cookies may also contain personal data. You can configure your browser to inform you about the setting of cookies and to allow cookies only on a case-by-case basis, or to generally exclude or delete them. If you decide against the use of cookies, it is possible that not all functions of our Shareholders' Portal or certain functions will only be available to you to a limited extent.

The Cookie Functions used by us are used solely for the purpose of providing the Shareholders' Portal, for the registration and identification of shareholders and their representatives and for the detection of misuse, troubleshooting and ensuring the smooth technical operation of the general meeting.

The legal basis for the use of Cookie Functions, the access to the data stored therein and the associated processing of personal data is section 25 para. 2 no. 2 of the German Telecommunications Digital Services Data Protection Act (Telekommunikation-Digitale-Dienste-Datenschutz-Gesetz – "**TDDDG**"), as this is necessary for the provision of the Shareholders' Portal requested by you. The further processing of the personal data collected

by means of the Cookie Functions is necessary to safeguard our legitimate interest in enabling our shareholders and their representatives to use our Shareholders' Portal. The legal basis for this processing is Art. 6 para. 1 lit. (f) GDPR.

To the extent that, in providing the Shareholders' Portal, we wish to use Cookie Functions that are not strictly necessary for the operation of the Shareholders' Portal, such as functional or performance cookies, we will only do so if you have given your consent thereto.

Cookies Used

Cookie	Description	Storage Duration	Classification
Session Storage	Storage of the access token, session data and further session-related information for the Shareholders' Portal.	Per session	Necessary
Local Storage	Storage of the login timestamp for automatic logout after inactivity.	Valid for the respective session; remains on the end device after the browser is closed.	Necessary
Netscaler 14.1 (http cookies)	Token to ensure a stable connection between the Shareholders' Portal and the server.	12 hours from the first access to the Shareholders' Portal	Necessary

5. Categories of Recipients of Data and Transfers to Third Countries

Our service providers engaged for the purpose of the preparation, holding and follow-up of the general meeting, including the provision of the Shareholders' Portal and its functions, only receive from us such personal data as is necessary for the performance of the service commissioned and process the data exclusively on our behalf and in accordance with our instructions. All our employees and all employees of external service providers who have access to and/or process personal data are obligated to treat such data confidentially. In connection with the preparation, holding and follow-up of the general meeting, we may also transmit your personal data to our legal advisors, tax advisors or auditors.

In connection with the holding of the general meeting, your personal data may, under certain circumstances, be disclosed to other duly registered shareholders or their representatives and – in the context of the public broadcast of the general meeting – to the public (e.g. by (i) granting inspection of the list of participants required by law via the Shareholders' Portal, (ii) the publication of motions submitted by you that are subject to a disclosure obligation, (iii) statements submitted in the Shareholders' Portal, in each case stating your name, and (iv) in the event of a speech, by the live transmission of your name as well as your image and audio data to all participants connected to the general meeting).

Finally, we may be obligated to transmit your personal data to further recipients, for example in connection with the publication of voting rights notifications in accordance with the provisions of the German Securities Trading Act (*Wertpapierhandelsgesetz*), or to public authorities in order to comply with statutory notification obligations.

Your personal data is generally processed in countries that are members of the European Union (“**EU**”) and the European Economic Area (“**EEA**”). To the extent that shareholders are domiciled in countries outside the EU or the EEA (“**Third Countries**”), we will also send information to such shareholders (e.g. invitations to general meetings). If such communications also contain personal data (e.g. motions relating to general meetings stating the name of the person making the motion), such data will also be transferred to Third Countries. The provisions of the GDPR are not directly applicable in Third Countries. To the extent that no adequacy decision of the EU Commission exists, there may be a lower level of protection for your personal data in such Third Countries. A transfer is nevertheless necessary in order to inform all shareholders equally, as we may not exempt shareholders from Third Countries from our obligation to provide information. With the transfer, we therefore fulfill our contractual obligations. The legal basis for the transfer is Art. 49 para. 1 lit. (b) GDPR.

6. Data Sources

We or the service providers engaged by us receive the personal data of shareholders either from the shareholders themselves, from publicly accessible data sources, via our registration office (Computershare Deutschland GmbH & Co. KG) and from the shareholders' credit institutions (generally forwarded via Clearstream Banking AG) that have been instructed to hold the shares in custody (so-called custodian bank), or from the meeting minutes and the associated documents.

If you act as the representative of a shareholder, we receive your personal data from the shareholder who has granted you the proxy, and directly from you to the extent that your conduct at the general meeting or your use of the Shareholders' Portal is concerned.

If you contact us as a Guest, use our information services or if we send you information in connection with the virtual general meeting, we receive the data either directly from you or, where applicable, in the course of our business activities from internal or external, in some cases also publicly accessible sources, e.g. if we contact you as a media representative

7. Storage Period

As a general rule, we anonymize or delete personal data once it is no longer required for the above-mentioned purposes and provided that statutory documentation and retention requirements (e.g. under the SE Regulation in conjunction with the AktG, the German Commercial Code (*Handelsgesetzbuch*), the German Fiscal Code (*Abgabenordnung*) or other

statutory provisions) do not prevent this. The storage period for data collected in connection with general meetings is, as a rule, up to three years. Where required by law or where we have a legitimate interest in the storage of personal data – such as in the case of judicial or extrajudicial disputes in connection with the general meeting – a longer storage of the data is possible. Thereafter, the personal data will be deleted.

8. Data Subject Rights

Subject to the applicable legal requirements, you may be entitled to the following rights:

- the right to obtain information about the data processing and a copy of the processed data (right of access, Art. 15 GDPR);
- the right to request the rectification of inaccurate data or the completion of incomplete data (right to rectification, Art. 16 GDPR);
- the right to request the erasure of personal data without undue delay (right to erasure, Art. 17 GDPR);
- the right to request the restriction of data processing (right to restriction of processing, Art. 18 GDPR);
- the right to receive the personal data concerning you that you have provided to a controller in a structured, commonly used and machine-readable format, and to transmit such data to another controller without hindrance by the controller (right to data portability, Art. 20 GDPR); and
- the right to withdraw consent given for data processing (right to withdraw consent, Art. 7 GDPR).

To the extent that we process your data for the purpose of safeguarding the legitimate interests of ProSiebenSat.1 Media SE or a third party, you have the right, on grounds relating to your particular situation, to object at any time to the processing of personal data concerning you (right to object, Art. 21 GDPR). In such case, we will no longer process your personal data unless we can demonstrate compelling legitimate grounds for the processing which override your interests, rights and freedoms, or unless the processing serves the establishment, exercise or defense of legal claims.

If you believe that our processing of personal data concerning you infringes the GDPR, you have the right to lodge a complaint with the competent supervisory authority. The competent authority is, in addition to the other supervisory authorities referred to in Art. 77 GDPR, in particular the supervisory authority at the place of the alleged infringement.

In Bavaria, the competent supervisory authority is.

Der Bayerische Landesbeauftragte für den Datenschutz
(The Bavarian State Commissioner for Data Protection)

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80538 Munich

Tel.: 089 212672-0

E-Mail: poststelle@datenschutz-bayern.de

ProSiebenSat.1 Media SE

The Executive Board