

ANNOUNCEMENT

“Technical and procedural details of implementation relating to the settlement of allocation operations that resulted from the Public Offering via Electronic Book Building (EBB) of the shares of ALTER EGO MEDIA S.A. (Maximum total number of shares that may be made available through Public Offering up to 14,249,000)”

T Day	Allocation through EBB
T+1 Day up to 09:30	After preparation of the allocation actions and completion of Phase 2 - Allocation Phase, ATHEX sends to ATHEXCSD the details of the allocation actions carried out by the EBB Members. The EBB allocation actions will be available to Participants on T+1 up to 09:30
Up to Settlement Day (T+2) up to 11:00 a.m.	Participants may carry out transaction shaping operations (transfers, breakdowns). Shaping operations that involve a change of trading code are not permitted.
On Settlement Day (T+2) up to 11:00 a.m.	Collection by ATHEXCSD of the monetary amounts due from Participants.
On Settlement Day (T+2) after 11:00 a.m.	After ATHEXCSD has collected the monetary amounts due from Participants and the issuer has presented the supporting documents for the issuance of the Securities being offered, ATHEXCSD: a) records the relevant Securities in the Securities Accounts of the Shares of beneficiary investors and at the same time (*) b) on the basis of TARGET2 cycles, deposits the monetary amount of funds raised in the bank account indicated for this purpose by the Coordinator.
On Settlement Day (T+2) after 11:00 a.m. and up to 14:00	In the event of a case of non-fulfilment pursuant to article 6, par. 1 (i) or (ii) of Resolution 34 of ATHEX, ATHEXCSD notifies ATHEX and the issuer as well as: a) the Coordinator, so that it can indicate how the allocation actions will be settled, making known the new beneficiary investors and at the same time declaring the corresponding Participants and Securities Accounts, b) the Participants, so that they can make known the Securities Accounts

() Notification of the Intermediary Transitory Account, and the recording in it of the Securities owed, is followed by the settlement of transfer orders with respect to the Securities Accounts of beneficiaries, for which the Intermediary is acting. The timeline for the recording of transfer orders is up to 16:45, and the last settlement cycle is at 17:15.*