



Promotora de Informaciones, S.A. ("**PRISA**" or the "**Company**"), in accordance with the provisions of Article 17 of Regulation (EU) No 596/2014 of the European Parliament and of the Council of April 16, 2014, on market abuse and Article 226 of Law 6/2023, of March 17, of the Securities Markets and Investment Services (*Ley de los Mercados de Valores y de los Servicios de Inversión*), hereby communicates the following

INSIDE INFORMATION

Following the communication of "inside information" published by the Company on March 25, 2025 (official registry number 2668), regarding a capital increase by means of cash contributions and with the exclusion of pre-emptive subscription rights (the "**Capital Increase**"), the Company communicates that, once the accelerated bookbuild offering process has been carried out by JB Capital Markets, S.V., S.A.U. as global coordinator and placement entity, the final terms and conditions of the Capital Increase are as follow:

- Effective amount of the Capital Increase: EUR 39,999,999.96.
- Nominal amount of the Capital Increase: EUR 10,810,810.80.
- Number of new shares to be issued: 108,108,108 ordinary shares (the "**New Shares**").
- Issuance price: EUR 0.37 per share, of which EUR 0.10 corresponds to nominal value and EUR 0.27 to share premium. Such issuance price represents a discount of 6.33% on the closing price of the Company's shares on March 25, 2025 (EUR 0.395) and a premium of 4.69% and 6.92%, respectively, on the arithmetic average of the daily closing prices of PRISA shares in the last 3 and 6 months, respectively, prior to March 25, 2025 (included).
- Percentage of PRISA's share capital that represents the Capital Increase: 9.95% before the Capital Increase and 9.05% after the Capital Increase.

The Company expects to execute the public deed related to the Capital Increase in the next days, as well as execute the necessary formalities for registration in the Commercial Registry and subsequent admission to trading of the New Shares in the Spanish stock exchanges of Madrid, Barcelona, Bilbao and Valencia and their inclusion in the *Sistema de Interconexión Bursátil* (SIBE).

In Madrid, March 26, 2025
Pablo Jiménez de Parga Maseda
Secretary of the Board of Directors

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THE CAPITAL INCREASE HAS BEEN ADDRESSED TO QUALIFIED INVESTORS, UNDERSTOOD AS SUCH: (I) IN THE EUROPEAN UNION, AS DEFINED IN ARTICLE 2 (E) OF REGULATION (EU) 2017/1129 OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL OF JUNE 14, 2017; AND (II) IN OTHER COUNTRIES, CONSIDERING AS SUCH INVESTORS WITH THAT STATUS OR EQUIVALENT CATEGORY, IN ACCORDANCE WITH THE REGULATIONS APPLICABLE IN EACH JURISDICTION SO THAT, IN ACCORDANCE WITH THESE, THE CAPITAL INCREASE DOES NOT REQUIRE ANY REGISTRATION OR APPROVAL BY THE RELEVANT AUTHORITIES. IN PARTICULAR, THE PLACEMENT ENTITY HAS CARRIED OUT THE ACCELERATED BOOKBUILD OFFERING OF THE NEW SHARES ONLY AMONG THOSE INVESTORS WHO ARE CONSIDERED "PROFESSIONAL CLIENTS" OR "ELIGIBLE COUNTERPARTIES" IN ACCORDANCE WITH THE PROVISIONS OF LAW 6/2023, OF 17 MARCH, ON SECURITIES MARKETS AND INVESTMENT SERVICES (*LEY DE LOS MERCADOS DE VALORES Y DE LOS SERVICIOS DE INVERSIÓN*) AND ROYAL DECREE 813/2023, OF NOVEMBER 8 (*REAL DECRETO 813/2023, DE 8 DE NOVIEMBRE*), AND THAT COMPLY WITH THE PROCEDURES FOR IDENTIFYING AND VERIFYING CLIENTS (KNOW YOUR CLIENT OR KYC) AS WELL AS ANY OTHER REQUIREMENT OR PROCEDURE THAT THE PLACEMENT ENTITY MUST OBSERVE IN ACCORDANCE WITH THE APPLICABLE RULES OF CONDUCT. NOTWITHSTANDING THE ABOVE, AND IN ORDER TO RESPECT THE PRINCIPLE OF EQUAL TREATMENT OF THE COMPANY'S SHAREHOLDERS WITHIN THE FRAMEWORK OF THE CAPITAL INCREASE BY REQUIRING THE EXCLUSION OF PRE-EMPTIVE SUBSCRIPTION RIGHT AND BY BEING ADDRESSED TO QUALIFIED INVESTORS AND, IN PARTICULAR, AT THOSE INVESTORS WHO ARE CONSIDERED "PROFESSIONAL CLIENTS" OR "ELIGIBLE COUNTERPARTIES", AS THESE CONCEPTS HAVE BEEN DEFINED ABOVE, THE PLACEMENT ENTITY HAS NOT ACTIVELY APPROACHED COMPANY SHAREHOLDERS WHO MEET THESE CONDITIONS.

SOLELY FOR THE PURPOSES OF THE PRODUCT GOVERNANCE REQUIREMENTS SET OUT IN THE MIFID II REGULATIONS (MAINLY, DIRECTIVE 2014/65/EU OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL OF MAY 15, 2014 AND DELEGATED DIRECTIVE (EU) 2017/593 OF THE COMMISSION OF APRIL 7, 2016) (THE "MIFID II PRODUCT GOVERNANCE REQUIREMENTS"), THE NEW SHARES HAVE UNDERGONE A PROCESS OF PRODUCT APPROVAL, TAKING INTO ACCOUNT POINT 19 OF THE GUIDELINES ON MIFID II PRODUCT GOVERNANCE REQUIREMENTS PUBLISHED BY THE EUROPEAN SECURITIES AND MARKETS AUTHORITY (ESMA) ON AUGUST 3, 2023, AND FOLLOWING THE EVALUATION OF THE TARGET MARKET FOR THE NEW SHARES, IT HAS BEEN CONCLUDED THAT: (I) THE TARGET MARKET FOR THE NEW SHARES IS COMPATIBLE WITH PROFESSIONAL CLIENTS AND ELIGIBLE COUNTERPARTIES, AS DEFINED IN MIFID II; AND (II) ALL DISTRIBUTION CHANNELS FOR THE NEW SHARES TO SUCH PROFESSIONAL CLIENTS AND ELIGIBLE COUNTERPARTIES ARE APPROPRIATE, IN ACCORDANCE WITH MIFID II REGULATIONS. NOTWITHSTANDING THE ABOVE, DISTRIBUTORS SHOULD BE AWARE THAT THE PRICE OF THE NEW SHARES MAY EXPERIENCE A FALL AND INVESTORS COULD LOSE ALL OR PART OF THEIR INVESTMENT, THAT THE NEW SHARES DO NOT GUARANTEE ANY INCOME OR PROVIDE ANY CAPITAL PROTECTION, AND THAT AN INVESTMENT IN THE NEW SHARES IS SUITABLE ONLY FOR INVESTORS WHO DO NOT REQUIRE A GUARANTEED INCOME OR CAPITAL PROTECTION AND WHO, INDIVIDUALLY OR WITH THE ASSISTANCE OF A FINANCIAL ADVISOR, ARE CAPABLE OF EVALUATING THE RISKS AND BENEFITS OF SUCH INVESTMENT AND HAVE SUFFICIENT RESOURCES TO WITHSTAND ANY LOSSES THAT MAY ARISE FROM SUCH INVESTMENT.

ALL DISTRIBUTORS SUBJECT TO THE MIFID II REGULATIONS MUST CARRY OUT THEIR OWN EVALUATION OF THE TARGET MARKET WITH RESPECT TO THE NEW SHARES AND DETERMINE THE APPROPRIATE DISTRIBUTION CHANNELS UNDER THEIR OWN RESPONSIBILITY. IT IS EXPRESSLY STATED THAT THE ANALYSIS OF THE TARGET MARKET DOES NOT CONSTITUTE (I) AN ANALYSIS OF SUITABILITY OR APPROPRIATENESS FOR THE PURPOSES OF THE MIFID II REGULATIONS; NOR (II) A RECOMMENDATION TO INVEST IN, PURCHASE OR CARRY OUT ANY OTHER TRANSACTION INVOLVING THE NEW SHARES.