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Koinon NV makes voluntary and conditional public takeover bid for all outstanding shares in Roularta Media Group NV that are not already in its possession

Roularta Media Group NV (**RMG** or the **Company**) (Euronext Brussels: ROU) hereby announces that Koinon NV (**Koinon** or the **Bidder**) has made its previously announced voluntary and conditional public takeover bid today for all the shares in RMG that are not already held by the Bidder or persons affiliated with the Bidder (the **Bid**).

The Initial Acceptance Period concerning the Bid opens on 20 May 2025 and closes on 13 June 2025 at 16:00 (CET). The Bid Price is 15.50 EUR per Share.

The Board of Directors unanimously supports the Bid and recommends to the shareholders that they accept the Bid. The detailed advice of the Board of Directors of the Company with regard to the Bid is included in the Response Memorandum.

West Investment Holding S.A., the investment vehicle of Mr Leo Claeys and Ms Caroline De Nolf, who have a historical (family) connection with Roularta Media Group, has committed to contributing all of its shares to the Bid.

The Prospectus and the Response Memorandum for the Bid were approved by the Belgian Financial Services and Markets Authority (FSMA) on 19 May 2025 and are available electronically on the following websites: www.kbc.be/roularta and www.roularta.be/en/roularta-stock-market/takeover-bid.

The FSMA's approval of the Prospectus and the Response Memorandum do not imply any judgement of the opportunity or quality of the Bid, nor of the Bidder's circumstances.

About Roularta Media Group

Roularta Media Group (RMG) is a listed multimedia group with almost 1,200 employees and a total revenue of 320 million euros. In Belgium, RMG is the market leader in magazines in Dutch and French, and the market leader in local media with publications such as De Zondag. In the Netherlands, RMG has the second-largest portfolio of magazine brands. RMG has a hypermodern offset printing works, Roularta Printing, which serves all the major media companies in the Benelux region and the surrounding countries. RMG has powerful digital tools, such as the app 'Mijn Magazines', with a digital kiosk, a 24/24 website with input from all the editorial teams and subscriptions that are accessible to the whole family. The sustainability programme Roularta Cares makes RMG a trendsetter in the field of sustainability in the media sector.

More information is available at www.roularta.be.

About Koinon

Koinon is the holding company owned by the family of Mr Hendrik De Nolf and Ms Lieve Claeys. Koinon's principal activity and the most important component of its assets is its shareholding in RMG.

Disclaimer

This announcement will also be published in French and English. In the event of any incompatibility between the different language versions, the Dutch version shall prevail.

This announcement is not a bid to purchase securities in RMG or a request to do so by anyone in any jurisdiction whatsoever. The Bid referred to in this announcement is made solely on the basis of the Prospectus approved by the FSMA. No steps have been taken to enable the Bid in any jurisdiction other than Belgium, and no such steps will be taken. Neither this announcement, nor any other information relating to the matters contained within it, may be distributed in any jurisdiction whatsoever in which a registration, qualification or any other obligation is or would be in force with respect to the content of this announcement or that other information. Any failure to comply with these restrictions may constitute a violation of financial laws and regulations in such jurisdictions. The Bidder, RMG and the persons affiliated with them explicitly reject any liability for any person's failure to comply with these restrictions.

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