

Press release

19 March 2025

Notice of Annual General Meeting 2025 of Catena Media plc

NOTICE OF ANNUAL GENERAL MEETING 2025 OF CATENA MEDIA PLC

in accordance with Articles 18 and 19 of the Articles of Association of the Company (the “Articles”).

NOTICE IS HEREBY GIVEN that the **ANNUAL GENERAL MEETING** (the “**Meeting**”) of Catena Media plc, company registration number C70858 (the “**Company**” or “**Catena**”), will be held on Wednesday, 21 May 2025, at 08:00 (UTC) (09:00 (CEST)) at AX The Palace Malta, Triq Il - Kbir, Tas-Sliema, Malta. The registration of shareholders starts at 08:00 (CEST).

Attendance and voting

- To be entitled to attend and vote at the Meeting (and for the Company to be able to determine the number of votes that may be cast), shareholders must be entered in the register of members maintained by Euroclear Sweden AB on 21 April 2025 (the “**Record Date**”). Given that the Record Date is a public holiday in Sweden, shareholders wishing to attend and/or vote at the Meeting must ensure that they are registered in register of members maintained by Euroclear Sweden AB by no later than 17 April 2025.
- Shareholders whose shares are registered in the name of a nominee should note that they may be required by their respective nominee/s to temporarily re-register their shares in their own name in the register of members maintained by Euroclear Sweden AB in order to be entitled to attend and vote (in person or by proxy) at the Meeting. Any such re-registration would also need to be effected by the Record Date. Shareholders should therefore liaise with and instruct their nominees well in advance thereof.
- To be entitled to attend and vote at the Meeting, shareholders must also notify the Company of their intention to participate by mail to Catena Media plc, c/o Euroclear Sweden AB, Box 191, SE-101 23 Stockholm, Sweden, by e-mail to catenamedia@euroclear.com, or by phone +46 8 402 91 48 during the office hours of Euroclear Sweden AB, by no later than 21 April 2025 by 21:59 (UTC) (23:59 (CEST)). Such notification should include the shareholder’s name, personal identification number/company registration number (or similar), address and daytime telephone number, number of shares in the Company, as well as, if applicable, details of proxies. Information submitted in connection with the notification will be computerised and used exclusively for the annual general meeting. See below for additional information on the processing of personal data.

Proxies

- A shareholder, who is entitled to attend and vote at the Meeting, is also entitled to appoint one or more proxies to attend and vote on such shareholder’s behalf. A proxy does not need to be a shareholder. The appointment of a proxy must be in writing and its form must comply with Article 42 of the Articles and (a) where the shareholder is an individual, be signed by him/her or (b) where the shareholder is a corporation, be signed by a duly authorised officer of the corporation. A proxy form is available on the Company’s website: www.catenamedia.com. Proxy forms must clearly indicate whether the proxy is to vote as she/he wishes or in accordance with the voting instructions sheet attached to the proxy form.
- The signed proxy form and, where the shareholder is a corporation, a certified copy of a certificate of registration or similar evidencing the signatory right of the officer signing

the proxy form, must be received by mail to Catena Media plc, c/o Euroclear Sweden AB, Box 191, SE-101 23 Stockholm, Sweden or by e-mail to catenamedia@euroclear.com, no later than the Record Date by 21:59 (UTC) (23:59 (CEST)). Shareholders are, therefore, encouraged to send or deliver their proxy forms (and, if applicable certified copies of certificates of registration or similar) as soon as possible.

- Aggregated attendance notifications and proxy data processed by Euroclear Sweden AB must be received by the Company by email at generalmeeting@catenamedia.com not less than 48 hours before the time appointed for the Meeting and in default shall not be treated as valid.

Right to Ask Questions

Each shareholder (or proxy holder) shall have the right to ask questions which are pertinent and related to items on the Agenda of the Meeting to the Company Secretary by e-mail (liv.biesemans@catenamedia.com) by not later than 14 May 2025 by 21:59 (UTC) (23:59 (CEST)). An answer to a question will not be given in those cases specified in article 26 of the Articles (a copy of which is available on the Company's website).

Shareholder Proposals

- In accordance with Article 19.4 of the Articles a shareholder holding not less than five (5) per cent of the voting issued share capital of the Company may: (a) request the Company to include items on the agenda of the Meeting, provided that each item is accompanied by a justification or a draft resolution to be adopted at the Meeting; and/or (b) table draft resolutions for items included in the agenda of the Meeting.
- In accordance with Article 19.5 of the Articles, the request to put items on the agenda of the Meeting and the tabling of the draft resolutions are to be submitted to and received by the Company in hard copy form or in electronic form (at generalmeeting@catenamedia.com) by not later than 5 April 2025 by 21:59 (UTC) (23:59 (CEST)) and are to be authenticated by the person/s making it. The Company shall not be obliged to entertain any requests by shareholders made after 5 April 2025.

The Company will have the sole discretion of determining whether any proposals submitted by shareholders have been properly submitted and, should any proposal require a modification to the agenda of the Meeting (as set out below), the Company shall make available a revised agenda on its website, together with updated proxy forms and voting instructions (if any), as soon as possible. Shareholders are therefore encouraged to check the Company's website after the above-mentioned deadline to check whether there have been any changes to the agenda and to ensure that they will be submitting the latest proxy forms and voting instructions.

Agenda

General

1. Opening of the Meeting
2. Election of Chairman of the Meeting
3. Drawing up and approval of the voting list
4. Election of one or two persons to approve the minutes of the Meeting
5. Approval of the agenda
6. Determination whether the Meeting has been duly convened
7. The CEO's presentation

Ordinary business (ordinary resolutions)

8. To receive and approve the Consolidated Financial Statements (Annual Report) of the Company for the year ended 31 December 2024 and the Directors' Report for the year ending

31 December 2024 and the Auditors' Report for the year ending 31 December 2024

9. Resolution on dividends
10. Determination of the number of members of the Board of Directors
11. Determination of fixed fees for the members of the Board of Directors
12. Determination of fees for the auditor
13. Election of Board of Directors and Chairman of the Board of Directors
14. Election of auditor

Special business (ordinary resolutions)

15. Resolution on the Nomination Committee of the Company for the Annual General Meeting of 2026
16. Resolution on the adoption of a long-term incentive program for key persons within the Catena Group
17. Resolution regarding the Remuneration Report for the financial year 2024

Information on resolution proposals

Agenda item 2; Election of Chairman of the Meeting

In terms of article 20.1 of the Articles, the Chairman of the Board of Directors (Mr Erik Flinck) shall preside as Chairman of the Meeting. Should the Chairman not be present at the Meeting, article 20.1 of the Articles will regulate the appointment of the Chairman of the Meeting.

Agenda item 8; Approval of Consolidated Financial Statements, Directors' Report and Auditors' Report for the year ending 31 December 2024

The Board of Directors proposes that the Meeting resolves to approve the Consolidated Financial Statements (Annual Report) of the Company for the year ended 31 December 2024 and the Directors' Report and the Auditors' Report.

Agenda item 9; Resolution on dividends

The Board of Directors proposes, in accordance with the Consolidated Financial Statements (Annual Report) of the Company for the year ended 31 December 2024 and in accordance with the directors' recommendation as set forth in the Directors' Report, that the Meeting resolves to not declare any dividends.

Agenda item 10; Determination of the number of members of the Board of Directors

The Nomination Committee proposes that the Board of Directors shall be composed of six (6) members.

Agenda item 11; Determination of fixed fees for the members of the Board of Directors

The Nomination Committee proposes that the fixed cash remuneration to the Directors of the Company shall be paid in accordance with the following: EUR 90,000 to the Chairman and EUR 40,000 to each of the other Directors.

The Nomination Committee proposes that the fixed cash remuneration to the Audit Committee, Remuneration Committee and Tech Committee, respectively, shall be paid in accordance with the following: (i) Audit Committee Chairman: EUR 12,500; (ii) Audit Committee member: EUR 6,250; (iii) Remuneration Committee Chairman: EUR 6,250; (iv) Remuneration Committee member: EUR 3,125; (v) Tech Committee Chairman: EUR 6,250; and (vi) Tech Committee member: EUR 3,125.

Agenda item 12; Determination of fees for the auditor

The Nomination Committee proposes that the auditor's fees shall be payable in accordance with approved invoice.

Agenda item 13; Election of Board of Directors and Chairman of the Board of Directors

The Nomination Committee proposes that Erik Flinck, Dan Castillo, Sean Hurley, Martin Zetterlund and Stephen Taylor-Matthews are re-elected and that Søren Vilby is elected to the Board of Directors for the period until the end of the next Annual General Meeting. Adam Krejcik has declined re-election as board member. The appointment of each Board member shall be approved by separate resolution. The Nomination Committee proposes that Erik Flinck is elected as Chairman of the Board of Directors.

Information regarding the members proposed for re-election can be found on the Company's website, <https://www.catenamedia.com/>.

Agenda item 14; Election of auditor

Following the recommendation of the Company's audit committee (the "**Audit Committee**"), the Board of Directors proposes to the Meeting that KPMG Malta (registration number AB/26/84/12) ("**KPMG Malta**") be appointed as the Company's statutory auditor for the financial year 2025. This recommendation is based on the results of a public tendering process for the selection of the Company's auditor launched in 2024 as described below.

Recommendation of the Audit Committee to the Board of Directors

The Audit Committee has organised a public tendering process for the selection of the Company's auditor and has prepared its recommendations for the election of the auditor in accordance with the EU Audit Regulation (EU) No. 537/2014 (the "**Audit Regulation**").

In accordance with article 16(2) of the Audit Regulation, the Audit Committee submitted its recommendation to the Board of Directors regarding the appointment of the audit firm. As set out in the Audit Regulation, the Audit Committee was required to identify at least two alternatives from which to select an auditor and was required to make a justified recommendation for one.

In this regard, the Audit Committee received qualified responses from PwC Malta, KPMG Malta, Deloitte Malta and BDO Malta, respectively. The Audit Committee assessed and graded the candidates on the basis of various selection criteria as set out in the audit tender document published in connection with the public tender process.¹ Based on that review, KPMG Malta scored the highest total score, while Deloitte Malta scored the second highest score. Accordingly, and for the purposes of article 16(2) Of the Audit Regulation, the Audit Committee recommended KPMG Malta and Deloitte Malta to the Board of Directors, but confirmed KPMG Malta as its preferred choice.

The Audit Committee affirms that its recommendation was not influenced by third parties and that it has not been required to comply with the contractual clause referred to in article 16(6) of the Audit Regulation, which would restrict the appointment of KPMG Malta by the Meeting.

Agenda item 15; Resolution on the Nomination Committee of the Company for the Annual General Meeting of 2026

The Nomination Committee proposes that the Meeting resolves on the following principles for appointing the Nomination Committee and for the Nomination Committee's work, which shall apply until further notice.

The Nomination Committee shall consist of four members. The three, in terms of votes, largest shareholders/owner groups (the "**Largest Shareholders**") as of 31 August the year prior to the

¹ <https://www.catenamedia.com/wp-content/uploads/2024/12/ctm-audit-tender-document-2412.pdf>.

next Annual General Meeting, according to the list of shareholders in the share register maintained by Euroclear Sweden AB or that in another way are proved to be one of the Largest Shareholders, are entitled to appoint one member of the Nomination Committee each. In addition, the Chairman of the Board of Directors shall be appointed as member of the Nomination Committee. The Chairman of the Board of Directors shall no later than 15 October the year prior to the next Annual General Meeting summon the Largest Shareholders. If any of these shareholders waive their right to appoint a member of the Nomination Committee, the next shareholder/owner groups in order of size shall be given the opportunity to appoint a member of the Nomination Committee.

The CEO or any other person from the senior management shall not be a member of the Nomination Committee. The Chairman of the Board of Directors shall summon the Nomination Committee's first meeting. The Chairman of the Board of Directors shall not be appointed Chairman of the Nomination Committee. The Nomination Committee's term of office extends until a new Nomination Committee is appointed. The composition of the Nomination Committee shall be made public no later than six months before the Annual General Meeting.

If it becomes known that a shareholder that has appointed a member of the Nomination Committee, as a result of changes in the said owner's shareholdings or due to changes in other owners' shareholdings, is no longer one of the Largest Shareholders, the committee member who was appointed by said shareholder shall, if the Nomination Committee so decides, resign and be replaced by a new member appointed by the shareholder who at the time is the largest registered shareholder that has not already appointed a member of the Nomination Committee.

If the registered ownership structure is otherwise significantly changed prior to the completion of the Nomination Committee's work, the composition of the Nomination Committee shall, if the Nomination Committee so decides, be changed in accordance with the above stated principles.

The tasks of the Nomination Committee shall be to prepare, for the next Annual General Meeting, proposals in respect of number of directors of the Board of Directors, remuneration to the Chairman of the Board of Directors, the other directors of the Board of Directors and the auditors respectively, remuneration, if any, for committee work, the composition of the Board of Directors, the Chairman of the Board of Directors, proposal for composition of the Nomination Committee, Chairman at the Annual General Meeting and election of auditors. The Company shall pay for reasonable costs that the Nomination Committee has considered to be necessary in order for the Nomination Committee to be able to complete its assignment.

Agenda item 16; Resolution on the adoption of a long-term incentive program for key persons within the Catena Group

In order to create conditions for retaining and recruiting competent personnel to the Catena Group and continue to incentivise key persons of the Company, the Directors propose that the Annual General Meeting resolves to implement a new incentive programme for key persons of the Catena Group (both future and existing) (the "**2025 Programme**") at one or several occasions from implementation until the end of the calendar year 2025.

The 2025 Programme comprises two series. Series 1 comprises of share options and Series 2 comprises of warrants. Both the share options and the warrants have a vesting period of three (3) years after which the participant is entitled to exercise the share options and warrants to subscribe for shares in the Company during a period of six (6) months (the "**Exercise Period**").

It is proposed that the 2025 Programme will comprise not more than 2,000,000 share options and warrants, in aggregate, which may entitle the holders thereof to the same number of new shares. The 2025 Programme implements a similar structure as the incentive programme which was approved at the Annual General Meeting in May 2024 (the "**2024 Programme**").

General terms and conditions

The Company will satisfy its obligations under the 2025 Programme through either repurchased shares or the issuance of new shares in the Company. All of the rights attaching to the Company's

shares are set out in the Company's Memorandum and Articles of Association. Provided that the performance targets described below are fulfilled, each share option and each warrant entitle the participant to subscribe for one new share in the Company during the Exercise Period. The share options and the warrants shall each have a vesting period of three (3) years from the date when the participant enters into a share option agreement or warrant agreement, respectively, regarding the 2025 Programme (the "**Vesting Period**").

Subject to customary recalculation provisions in case of certain corporate actions taken by the Company, the subscription price for the shares shall be equal to 115 per cent of the volume-weighted average price of the Company's share on Nasdaq Stockholm during a period of ten (10) trading days prior to the respective allocation dates of the share options or the warrants (the "**Measurement Period**"). The exercise of the share options and/or warrants will be considered valid and effective only upon receipt by the Company (within the Exercise Period) of the relevant subscription price for the shares to be issued.

The share options and warrants will also entitle the participants to utilise an alternative exercise model. Pursuant to this the participants shall have the right to request a recalculation entailing that a reduction of the number of shares that can be subscribed for but that such shares are subscribed for at the nominal value (giving an economic effect for the participant corresponding to a full exercise however reducing the cash amount payable and the dilution).

The Board of Directors, or the Remuneration Committee, shall be entitled to make adjustments to the terms and conditions if significant changes in the Catena Group, its markets, or its environment, result in a situation where the adopted terms and conditions of the 2025 Programme no longer serve their purpose or the rationale for the proposal, including, inter alia, that adjustments may be resolved with respect to the terms and conditions for measuring performance conditions, and the basis for such calculation, and the growth rate targets under the 2025 Programme, due to potential effects from or related to circumstances outside the control of the Company.

Further, in case of special circumstances, the Directors shall be authorised to resolve that share options or warrants may be exercised and/or kept, as applicable, despite the fact that the employment or assignment in the Catena Group has ceased, for example due to long-term illness.

The 2025 Programme will be implemented, initial allocations will take place to participants and the Measurement Period will start as soon as practicable following the annual general meeting 2025. Any subsequent allocations to future and existing key persons (as applicable) under the 2025 Programme shall be made as soon as practicable following the publication of the Company's quarterly reports, as applicable, using Measurement Periods starting the date after the publication of any such reports, as applicable, and in no event later than 31 December 2025.

Performance targets and performance periods

The final number of share options or warrants each participant shall be entitled to exercise shall also be dependent on the degree of fulfilment of the performance targets, defined as:

- (i) average of Employee Net Promoter Score (eNPS)² during the financial years 2025-2027 ("**Performance Condition 1**");
- (ii) minimum average year over year organic revenue growth during the financial years 2025-2027 ("**Performance Condition 2**"); and
- (iii) minimum average year over year organic, earnings before interest, taxes, depreciation and amortisation (EBITDA) growth during the financial years 2025-2027 ("**Performance Condition 3**") (together the "**Performance Conditions**").

² eNPS stands for Employee Net Promoter Score. It is a metric used by organizations to measure employee satisfaction and engagement. eNPS measures the likelihood of employees recommending their company as a place to work. The eNPS is calculated by subtracting the percentage of detractors from the percentage of promoters. The resulting score can range from -100 (if all employees are detractors) to +100 (if all employees are promoters). The Company uses the external platform Officevibe, which benchmark in all industries is 23.

The Performance Conditions are calculated on a group-wide consolidated basis and shall be deemed to be achieved as follows:

- Performance Condition 1 shall be deemed to be achieved if it reaches or exceeds an average of 10 (Y1), 15 (Y2) and 20 (Y3) for 2025 – 2027.
- Performance Condition 2 shall be deemed to be achieved if it reaches or exceeds an average of EUR 60M (Y1), 72M (Y2) and 86.3M (Y3) for 2025 – 2027.
- Performance Condition 3 shall be deemed to be achieved if it reaches or exceeds an average of EUR 12M (Y1), 15M (Y2) and 18.8M (Y3) for 2025 – 2027.

Each participant will, following the Vesting Period, be entitled to retain (and otherwise such portion will lapse or be cancelled, as applicable) share options or warrants allotted as follows:

- ten (10) per cent of such participant’s share options or warrants if Performance Condition 1 is achieved,
- forty-five (45) per cent of such participant’s share options or warrants if Performance Condition 2 is achieved, and
- forty-five (45) per cent of such participant’s share options or warrants if Performance Condition 3 is achieved.

Further, whether the participant will be entitled to exercise any retained options and/or warrants following the Vesting Period will also be dependent on fulfilment of any other conditions under the 2025 Programme such as continued employment, etc.

The table below summarises the relevant performance targets and entitlements set out above:

Performance Condition	Performance Period (financial year)	Threshold to be exceeded	Entitlement of the share options or warrants allotted to the participant
Performance Condition 1	2025	Y1: 10	Ten (10) per cent
	2026	Y2: 15	
	2027	Y3: 20	
Performance Condition 2	2025	Y1: EUR 60M	Forty-five (45) per cent
	2026	Y2: EUR 72M	
	2027	Y3: EUR 86.3M	
Performance Condition 3	2025	Y1: EUR 12M	Forty-five (45) per cent
	2026	Y2: EUR 15M	
	2027	Y3: EUR 18.8M	

Terms and conditions for Series 1 – share options

Series 1 of the 2025 Programme means that the participants will be allotted a certain number of share options free of charge. The Directors shall, within the framework of the above stated conditions and guidelines, be responsible for preparing the detailed terms and conditions of the 2025 Programme including the requirement of continued employment or assignment throughout the Vesting Period. The share options may not be transferred or pledged.

Terms and conditions for Series 2 – warrants

Series 2 of the 2025 Programme means that the participants will be offered to subscribe for a certain number of warrants at a price corresponding to the market value of the warrants (the warrant premium), calculated according to the Black & Scholes valuation model. The valuation of the warrants shall be confirmed by a reputable appraiser. The Company shall in connection with the allotment of the warrants to the participants reserve a pre-emption right regarding the warrants if the participant’s employment or assignment within the Catena Group is terminated or if the participant wishes to transfer its warrants.

Recalculation due to split, consolidation, new share issue, etc.

The exercise price for Series 1 and Series 2, determined as set out above, shall be rounded to the nearest SEK 1.0, whereby SEK 0.5 shall be rounded downwards. The exercise price and the number of shares that each share option or warrant entitles to subscription for shall be recalculated in the event of a split, consolidation, new share issue, dividend, etc. in accordance with Swedish market practice. If the maximum number of share options or the warrants under the 2025 Programme are exercised (assuming that there are no recalculation events), the Company's issued share capital may increase by EUR 3,000.

Allocation of share options and warrants

The 2025 Programme is proposed to comprise a maximum of 40 participants who are proposed to be allotted share options or warrants depending on, inter alia, their respective category. The Company shall, however, not issue more than 2,000,000 share options and warrants in total under the 2025 Programme. The 2025 Programme is proposed to comprise four categories, the Category 1 (CEO), Category 2 (Executive Management), Category 3 (Senior Leadership) and Category 4 (Key Employees). The Directors shall decide which key persons are to be included in the 2025 Programme based on their qualification and individual performance. The right to receive share options shall accrue to key persons who are offered to participate in the 2025 Programme and the right to receive warrants shall accrue to key persons who are based in jurisdictions where warrants are deemed more favourable from a tax perspective. The maximum number of share options and warrants under the 2025 Programme are set out in the table below.

Category	Maximum number of persons	Maximum number of options/warrants per person within the category
Category 1 (CEO)	1	400,000
Category 2	4	800,000
Category 3	9	440,000
Category 4	25	360,000

Board members shall not be eligible to participate in the 2025 Programme.

The rationale for the proposal

The Company shall offer remuneration in accordance with market practice, which enables the recruitment and retention of qualified senior executives. Remunerations within the Catena Group shall be based on principles of performance, competitiveness and fairness. Share based incentive programmes may be offered as part of the total compensation package. The Directors are of the opinion that the 2025 Programme is in the best interest of both the Company and its shareholders. The rationale for the 2025 Programme is to achieve a greater alignment of interests between the participants and the shareholders, to create conditions for retaining and recruiting competent persons to the Catena Group and to increase the motivation among the participants. For more information on the 2025 Programme in relation to the total personnel cost for 2024, see below.

Scope, costs and effects on key ratios of the 2025 Programme including valuation of warrants and taxation effects

The share options under Series 1 of the 2025 Programme are expected to result in tax at employment income rates for the participants and will be accounted for in accordance with IFRS 2 which stipulates that the share options should be recorded as personnel expenses during the Vesting Period (see below for treatment of warrants under Series 2). The costs for the 2025 Programme is estimated to amount to approximately MEUR 0.13 (it should be noted that no social security costs are expected under current Maltese tax rules) calculated in accordance with IFRS 2 based on the following assumptions:

- (i) that the maximum number of share options are allotted to participants in Malta and no warrants are allotted,
- (ii) that the volume-weighted average price of the Company's share on Nasdaq Stockholm during a period of ten (10) trading days prior to the allocation date of the share options or warrants amounts to SEK 3.36 using an exchange rate EUR/SEK of

- 10.97 and an annual share price increase of 15 per cent during the term of the 2025 Programme,
- (iii) an estimated annual turnover of personnel of zero (0) per cent, and
 - (iv) that all performance conditions are fulfilled.

Based on the above assumptions the maximum value for each participant within different categories of the 2025 Programme will upon exercise amount to MSEK 0.28 (Category 1), MSEK 0.57 (Category 2), MSEK 0.31 (Category 3) and MSEK 0.25 (Category 4).

In addition to what is set forth above, the costs for the 2025 Programme have been based on that the 2025 Programme comprises not more than 40 participants and that each participant exercises its maximum share options.

The subscription of the warrants in Series 2 shall be made at a price corresponding to the market value of the warrants and therefore any subsequent gains are expected to result in tax at capital income rates for participants and no social security contributions are to be paid by the Catena Group in relation to the issue and subscription of the warrants. The market value of the warrants is SEK 0.71 per warrant, based on a preliminary valuation using a volume weighted average price of SEK 3.36, entailing an exercise price of SEK 3.86 per share. The Black & Scholes valuation model has been used for valuing the warrants.

The annual cost of the 2025 Programme is estimated to amount to approximately MEUR 0.13 under the above assumptions, which annually corresponds to 0.6 per cent of Catena's total personnel costs in 2024. The costs are expected to have a limited effect on Catena's key ratios.

Dilution and information about current outstanding incentive programmes

Upon maximum allotment of share options and warrants, 2,000,000 shares can be allotted under the 2025 Programme, meaning a dilution of approximately 2.5 per cent based on the current number of shares and votes in the Company. Currently, the Company has four incentive programmes to employees outstanding, which were adopted in 2021, 2022, 2023 and 2024. Taking into account also the shares which may be issued pursuant to previously implemented incentive programmes in the Company the maximum dilution can amount to 4.4 per cent on a fully diluted basis, based on the remaining number of shares that could be issued under the programmes.

For more information regarding the Company's current outstanding incentive programmes, please refer to the Company's website www.catenamedia.com, as well as the Company's annual report for 2024, which will be made available on the Company's website, www.catenamedia.com.

Preparations of the proposal

The Directors of the Company and the Remuneration Committee have prepared this 2025 Programme in consultation with external advisors. The 2025 Programme has been reviewed by the Directors and in the Remuneration Committee at meetings in September, November, January, and March 2024/2025.

If the proposed 2025 Programme is adopted, the Directors intend to propose that future Annual General Meetings adopt incentive programs which correspond hereto. Accordingly, the proposal shall be seen as a part of a recurring incentive program. The Directors will evaluate the suitability and appropriateness of the programme and, if it is deemed necessary or suitable, propose adjustments or additions to future incentive programmes.

Majority Requirement

A resolution to approve the 2025 Programme is valid only where supported by shareholders holding more than 50 per cent of the voting rights attached to shares represented and entitled to vote at the Annual General Meeting.

Agenda item 17; Resolution regarding the Remuneration Report for the financial year 2024

The Board of Directors proposes that the Meeting resolves to approve the Remuneration Report for the financial year 2024 that has been prepared by the Board of Directors. The Remuneration

Report describes how the guidelines for the executive remuneration of the Company, adopted by the annual general meeting 2024, were implemented in 2024. Further, the Remuneration Report has been prepared in accordance with Capital Markets Rules issued by the Malta Financial Services Authority and has been checked by the Company's auditors.

This agenda item is subject to an advisory vote.

Other

As at the date of this notice, the Company has 78,774,422 issued shares (one vote per share) of which 3,124,309 shares are held by the Company itself (the “**Treasury Shares**”). In terms of article 109 of the Maltese Companies Act, the Treasury Shares carry no voting rights for as long as they are held by the Company.

A copy of this notice (which includes the proposals of the Board of Directors relating to the agenda of the Meeting), the Nomination Committee's complete proposals and motivated statement, information on the proposed board members, together with the Consolidated Financial Statements (Annual Report) of the Company for the year ended 31 December 2024, the Directors' Report and the Auditor's report, as well as the Remuneration Report, will be made available at the Company's website: <https://www.catenamedia.com/>, not later than three weeks prior to the Annual General Meeting 2025. Such documents will also be (a) sent to shareholders who so request and who inform the Company of their mailing address and (b) made available at the Meeting.

For information on how your personal data is processed, see the integrity policy that is available at Euroclear's website www.euroclear.com/dam/ESw/Legal/Privacy-notice-bolagsstammor-engelska.pdf.

* * *

Malta in March 2025
CATENA MEDIA PLC
The Board of Directors

For further information please contact:

Erik Flinck, Chairman of the Board of Directors, Catena Media plc
Email: erik.flinck@catenamedia.com

Investor Relations Email: ir@catenamedia.com

The information was submitted for publication, through the agency of the contact persons set out above, on 19 March 2025 at 15:00 CET.

About Catena Media

Catena Media is a leader in generating high-value leads for operators of online casino and sports betting platforms. The group's large portfolio of brands guides users to customer websites and enriches the experience of players worldwide. Headquartered in Malta, the group employs over 150 people globally. The share (CTM) is listed on Nasdaq Stockholm Small Cap. For further information see catenamedia.com.