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## PRESS RELEASE

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### **MFE-MEDIAFOREUROPE N.V.: ADJUSTMENT OF THE MEDIUM/LONG-TERM INCENTIVE AND LOYALTY PLAN FOR THE YEARS 2021-2023 AS A RESULT OF THE REVERSE STOCK SPLIT**

As a result of the reverse stock split of the category "A" and "B" ordinary shares at a ratio of 5:1 which took effect on 23 October 2023 as communicated to the market on the same date (the "**Reverse Stock Split**"), today the Board of Directors took a series of decisions aimed at adjusting the economic terms and conditions of the "*Medium-Long-Term Incentive and Loyalty Plan for the years 2021, 2022 and 2023 for the Executive Bodies and Certain Executives of the MFE Group*", as approved by the Shareholders' Meeting held on 23 June 2021 (the "**Plan**"), adjusting both the number of shares underlying the rights granted under the Plan and the reference price of the rights themselves according to the Reverse-Split Ratio, all in accordance with the Plan regulations.

The information regarding the beneficiaries and the updated number of rights respectively allocated are given in the table attached to this press release.

The main terms and conditions of the Plan, established also with the objective of retaining human resources who are significant to the achievement of the group's strategic results, as well as the characteristics of the rights granted under the Plan, are described in the information document made available to the public at the company's registered office and on the company's website at <https://www.mfediaforeurope.com>.

Amsterdam-Cologno Monzese, 31 October 2023

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***MFE-MEDIAFOREUROPE** is an international holding company, an aggregation hub for Europe's leading broadcasters.*

***MFE-MEDIAFOREUROPE** has its registered office in Amsterdam, the Netherlands, and tax residence in Italy. It controls Mediaset S.p.A. and Grupo Audiovisual Mediaset España Comunicación SAU (with tax domicile in their respective countries of operation) and is the primary shareholder of German broadcaster ProSiebenSat1.*

***MFE-MEDIAFOREUROPE** is listed on Euronext Milan of Borsa Italiana S.p.A. (Ticker: MFEA, MFEB) and on Spanish stock exchanges (Ticker MFEA).*

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Full name or category	Position (only for persons indicated by name)	BOX 1					
		<i>Financial instruments other than stock options</i>					
		<b>Section 2</b> Newly allocated instruments based on the decision of the competent body for implementing the resolution of the shareholders' meeting					
		Date of the relevant meeting resolution	Type of financial instruments	Number of financial instruments allocated	Date of allocation	Purchase price of instruments, if applicable	Vesting period
Pier Silvio Berlusconi	Chief Executive Officer Executive	23/06/2021	"A" rights for the free assignment of MFE A shares	196,811	cpr 1/08/2023  cda/oc 1/08/2023	N/A	from 01/08/2023 to 31/08/2026
			"B" rights for the free assignment of MFE B shares	140,904	cpr 1/08/2023  cda/oc 1/08/2023	N/A	from 01/08/2023 to 31/08/2026
Marco Giordani	Director Executive	23/06/2021	"A" rights for the free assignment of MFE A shares	78,724	cpr 1/08/2023  cda/oc 1/08/2023	N/A	from 01/08/2023 to 31/08/2026

			"B" rights for the free assignment of MFE B shares	56,362	cpr 1/08/2023  cda/oc 1/08/2023	N/A	from 01/08/2023 to 31/08/2026
Gina Nieri	Director Executive	23/06/2021	"A" rights for the free assignment of MFE A shares	59,043	cpr 1/08/2023  cda/oc 1/08/2023	N/A	from 01/08/2023 to 31/08/2026
			"B" rights for the free assignment of MFE B shares	42,271	cpr 1/08/2023  cda/oc 1/08/2023	N/A	from 01/08/2023 to 31/08/2026
Stefano Sala	Director Executive	23/06/2021	"A" rights for the free assignment of MFE A shares	177,130	cpr 1/08/2023  cda/oc 1/08/2023	N/A	from 01/08/2023 to 31/08/2026
			"B" rights for the free assignment of MFE B shares	126,814	cpr 1/08/2023  cda/oc 1/08/2023	N/A	from 01/08/2023 to 31/08/2026
Niccolò Querci	Director Executive	23/06/2021	"A" rights for the free assignment of MFE A shares	31,982	cpr 1/08/2023  cda/oc 1/08/2023	N/A	from 01/08/2023 to 31/08/2026



			"B" rights for the free assignment of MFE B shares	22,896	cpr 1/08/2023  cda/oc 1/08/2023	N/A	from 01/08/2023 to 31/08/2026
Employees	Executives	23/06/2021	"A" rights for the free assignment of MFE A shares	470,375	cpr 1/08/2023  cda/oc 1/08/2023	N/A	from 01/08/2023 to 31/08/2026
			"B" rights for the free assignment of MFE B shares	336,763	cpr 1/08/2023  cda/oc 1/08/2023	N/A	from 01/08/2023 to 31/08/2026



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Pier Silvio Berlusconi	Chief Executive Officer Executive	23/06/2021	"A" rights for the free assignment of MFE A shares	223,463	cpr 14/07/2022  cda/oc 14/07/2022	N/A	from 14/07/2022 to 31/07/2025
			"B" rights for the free assignment of MFE B shares	150,172	cpr 14/07/2022  cda/oc 14/07/2022	N/A	from 14/07/2022 to 31/07/2025



Marco Giordani	Director Executive	23/06/2021	"A" rights for the free assignment of MFE A shares	89,385	cpr 14/07/2022  cda/oc 14/07/2022	N/A	from 14/07/2022 to 31/07/2025
			"B" rights for the free assignment of MFE B shares	60,069	cpr 14/07/2022  cda/oc 14/07/2022	N/A	from 14/07/2022 to 31/07/2025
Gina Nieri	Director Executive	23/06/2021	"A" rights for the free assignment of MFE A shares	67,039	cpr 14/07/2022  cda/oc 14/07/2022	N/A	from 14/07/2022 to 31/07/2025
			"B" rights for the free assignment of MFE B shares	45,052	cpr 14/07/2022  cda/oc 14/07/2022	N/A	from 14/07/2022 to 31/07/2025
Stefano Sala	Director Executive	23/06/2021	"A" rights for the free assignment of MFE A shares	201,117	cpr 14/07/2022  cda/oc 14/07/2022	N/A	from 14/07/2022 to 31/07/2025
			"B" rights for the free assignment of MFE B shares	135,155	cpr 14/07/2022  cda/oc 14/07/2022	N/A	from 14/07/2022 to 31/07/2025



Niccolò Querci	Director Executive	23/06/2021	"A" rights for the free assignment of MFE A shares	36,312	cpr 14/07/2022  cda/oc 14/07/2022	N/A	from 14/07/2022 to 31/07/2025
			"B" rights for the free assignment of MFE B shares	24,403	cpr 14/07/2022  cda/oc 14/07/2022	N/A	from 14/07/2022 to 31/07/2025
Employees	Executives	23/06/2021	"A" rights for the free assignment of MFE A shares	507,813	cpr 14/07/2022  cda/oc 14/07/2022	N/A	from 14/07/2022 to 31/07/2025
			"B" rights for the free assignment of MFE B shares	341,255	cpr 14/07/2022  cda/oc 14/07/2022	N/A	from 14/07/2022 to 31/07/2025

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		Date of the relevant meeting resolution	Type of financial instruments	Number of financial instruments allocated	Date of allocation	Purchase price of instruments, if applicable	Vesting period
Pier Silvio Berlusconi	Chief Executive Officer Executive	23/06/2021	"A" rights for the free assignment of MFE A shares	37,800	cpr 14/09/2021  cda/oc 14/09/2021	N/A	from 14/09/2021 to 30/09/2024
			"B" rights for the free assignment of MFE B shares	37,800	cpr 14/09/2021  cda/oc 14/09/2021	N/A	from 14/09/2021 to 30/09/2024





Marco Giordani	Director Executive	23/06/2021	"A" rights for the free assignment of MFE A shares	30,240	cpr 14/09/2021  cda/oc 14/09/2021	N/A	from 14/09/2021 to 30/09/2024
			"B" rights for the free assignment of MFE B shares	30,240	cpr 14/09/2021  cda/oc 14/09/2021	N/A	from 14/09/2021 to 30/09/2024
Gina Nieri	Director Executive	23/06/2021	"A" rights for the free assignment of MFE A shares	22,680	cpr 14/09/2021  cda/oc 14/09/2021	N/A	from 14/09/2021 to 30/09/2024
			"B" rights for the free assignment of MFE B shares	22,680	cpr 14/09/2021  cda/oc 14/09/2021	N/A	from 14/09/2021 to 30/09/2024
Stefano Sala	Director Executive	23/06/2021	"A" rights for the free assignment of MFE A shares	68,040	cpr 14/09/2021  cda/oc 14/09/2021	N/A	from 14/09/2021 to 30/09/2024
			"B" rights for the free assignment of MFE B shares	68,040	cpr 14/09/2021  cda/oc 14/09/2021	N/A	from 14/09/2021 to 30/09/2024



Niccolò Querci	Director Executive	23/06/2021	"A" rights for the free assignment of MFE A shares	12,285	cpr 14/09/2021  cda/oc 14/09/2021	N/A	from 14/09/2021 to 30/09/2024
			"B" rights for the free assignment of MFE B shares	12,285	cpr 14/09/2021  cda/oc 14/09/2021	N/A	from 14/09/2021 to 30/09/2024
Employees	Executives	23/06/2021	"A" rights for the free assignment of MFE A shares	193,725	cpr 14/09/2021  cda/oc 14/09/2021	N/A	from 14/09/2021 to 30/09/2024
			"B" rights for the free assignment of MFE B shares	193,725	cpr 14/09/2021  cda/oc 14/09/2021	N/A	from 14/09/2021 to 30/09/2024

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