OverActive Media Provides Update on ActiveVoices AI-Powered Global Content Distribution Platform

ActiveVoices removes language as a barrier to global content, empowering creators with ethical AI, voice ownership, and new global revenue opportunities

November 14, 2025 (TORONTO, ONTARIO) – OverActive Media Corp. ("OverActive" or the "Company") (TSXV: OAM) (OTC: OAMCF) (WKN:A3CSPU) (FSE:0RB), a global digital media, esports and entertainment company for *today's generation of fans*, today provided an update on ActiveVoices, its proprietary AI-powered global content distribution platform.

Introduced in August 2025, ActiveVoices has advanced rapidly toward commercialization and has the potential to emerge as a major long-term growth engine for the Company. Built on OverActive's global esports foundation, the platform leverages its community of fans, creators, and influencers to create scalable, technology-driven media opportunities that deliver high-margin, recurring digital revenue.

A Platform with Commercial Momentum

ActiveVoices enables creators and media owners to reach global audiences in their authentic voice. The system uses AI voice replication and natural-language translation to recreate a creator's own voice, tone, and emotion across multiple languages, keeping the personality and identity that define their brand.

Built on ethical AI principles, the platform ensures creators retain full ownership of their voice, likeness, and intellectual property. This approach protects creators' rights while unlocking new global audiences and monetization potential.

"Language is no longer a limitation," said Adam Adamou, Chief Executive Officer of OverActive Media. "ActiveVoices lets creators speak every language in their own voice and on their own terms. It gives them control of their identity while expanding their audience and revenue potential worldwide."

A Market Advantage Built on Reach

OverActive's reach and reputation provide a strong foundation for adoption. With an audience of more than 100 million fans across its global ecosystem, including Movistar KOI, Toronto KOI, and an extensive creator network through 2.10 Agency and Mira Studios, OverActive is uniquely positioned to introduce ActiveVoices to the world's top streamers, teams, and media partners.

"OverActive has access to some of the most advanced AI and media technology in the world, but technology alone doesn't guarantee success," continued Mr. Adamou. "Our strength lies in distribution. We already have the audience, the partnerships, and the channels to bring ActiveVoices to market at scale."

Partnership Model and Monetization Strategy

ActiveVoices is designed for growth through collaboration. OverActive works directly with creators, agencies, and media organizations to scale distribution and monetization.

Revenue comes through a shared model that aligns incentives across the ecosystem. Creators develop new and incremental income from expanded audiences and brand activations, while OverActive benefits from subscriptions, performance-based fees, and revenue sharing tied to audience growth.

"ActiveVoices is about reach, relationships, and speed to market," Adamou added. "This is about getting a premium product designed for the world's top streamers, influencers, broadcasters designed for their media and content portfolios."

Each localized version of content becomes a new monetizable product, creating long-tail earnings without additional production costs. This structure generates recurring, high-margin revenue for both creators and the Company.

Integration and Commercial Rollout

Since launch, OverActive has completed pilot integrations with select creators and agencies in North America and Europe. These programs validated the technology, streamlined workflows, and confirmed strong engagement in new markets.

ActiveVoices is entering early commercialization, converting pilot users into paying customers and expanding through partnerships with leading creators, agencies, and brands. Initial revenue is expected in late 2025, accelerating through 2026 as partnerships scale. The platform adds recurring, high-margin digital revenue to OverActive's global ecosystem and is set to play a central role in driving growth, expanding reach, and strengthening the Company's position in next-generation digital entertainment.

For more information or to request a demo, visit: https://overactivemedia.com

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About OverActive Media

OverActive Media Corp. (TSXV: OAM) (OTC:OAMCF) (WKN:A3CSPU) (FSE:0RB) is headquartered in Toronto, Ontario, with operations in Madrid, Spain and Berlin, Germany, is a premier global esports and entertainment company for today's generation of fan. OverActive Media owns team franchises in professional esports leagues, including the Call of Duty League, operating as the Toronto KOI, the League of Legends EMEA Championship (LEC), operating as Movistar KOI, operating as Movistar KOI in other professional esports leagues and competitions. OverActive also operates ActiveVoices, an AI-driven content localization and monetization platform that enables creators and brands to expand their audiences globally and unlock new revenue streams through automated translation, dubbing, and distribution.

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This press release contains statements which constitute "forward-looking statements" and "forward-looking information" within the meaning of applicable securities laws (collectively, "forward-looking statements"), including statements regarding the plans, intentions, beliefs and current expectations of OverActive with respect to its partnership with Ecoembes and the anticipated benefits of that partnership as well as future business activities and operating performance. Forward-looking statements are often identified by the words "may", "would", "could", "should", "will", "intend", "plan", "anticipate", "believe", "estimate", "expect" or similar expressions and includes information regarding the anticipated financial and operating results of OverActive in the future.

Investors are cautioned that forward-looking statements are not based on historical facts but instead OverActive management's expectations, estimates or projections concerning future results or events based on the opinions, assumptions and estimates of management considered reasonable at the date the statements are made. Although OverActive believes that the expectations reflected in such forward-looking statements are reasonable, such statements involve risks and uncertainties, and undue reliance should not be placed thereon, as unknown or unpredictable factors could have material adverse effects on future results, performance or achievements of the OverActive. Among the key factors that could cause actual results to differ materially from those projected in the forward-looking statements include the following: the potential impact of OverActive's qualifying transaction on relationships, including with regulatory bodies, employees, suppliers, customers and competitors; changes in general economic, business and political conditions, including changes in the financial markets; changes in applicable laws and regulations both locally and in foreign jurisdictions; compliance with extensive government regulation; the risks and uncertainties associated with foreign markets; the ability of the Company to continue to execute on its existing partnerships and business strategy; the ability of the MAD Lions and Call of Duty Leagues to maintain viewership; the successful completion of the Company's new venue; and other risk factors set out in OverActive's most recent annual information form and its other filings with Canadian securities regulators, copies of which may be found under OverActive's profile at www.sedarplus.ca. These forward-looking statements may be affected by risks and uncertainties in the business of OverActive and general market conditions.

Should one or more of these risks or uncertainties materialize, or should assumptions underlying the forward-looking statements prove incorrect, actual results may vary materially from those described herein as intended, planned, anticipated, believed, estimated or expected. Although OverActive has attempted to identify important risks, uncertainties and factors which could cause actual results to differ materially, there may be others that cause results not to be as anticipated, estimated or intended and such changes could be material. OverActive does not intend and do not assume any obligation, to update the forward-looking statements except as otherwise required by applicable law.

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