OverActive Media Expands into Mexico with Movistar KOI's Entry into the Free Fire League

Expansion Strengthens OverActive Media's Presence in Latin America, Bringing Movistar KOI to One of the Region's Fastest-Growing Mobile Esports Leagues

March 13, 2025 (TORONTO, ONTARIO) – OverActive Media Corp. ("OverActive" or the "Company") (TSXV: OAM) (OTC: OAMCF), a global digital media and entertainment company *for today's generation of fans*, is expanding into Latin America with Movistar KOI's official entry into the Free Fire League, operated by Garena, the publisher of Free Fire. This marks a major step in OverActive's global strategy, reinforcing its position in one of the world's fastest-growing esports markets while deepening its multi-year partnership with Telefónica.

Through Telefónica Mexico and its Movistar brand, OverActive Media is leveraging one of the region's most recognized telecom companies to establish a strong presence in Mexico's highly engaged mobile gaming community. This move strengthens OverActive's long-term commitment to esports growth in Latin America, adding another competitive title to its portfolio.

"This is a significant moment for OverActive Media as we expand into Mexico and deepen our partnership with Telefónica," said Adam Adamou, CEO of OverActive Media. "Free Fire is a cornerstone of mobile esports in Latin America, and entering the Free Fire League allows us to connect with millions of dedicated fans in one of the world's most passionate gaming markets. With Telefónica's support, we're well-positioned to engage new audiences and build a lasting presence in the region."

Free Fire League (FFL) is the official competitive circuit for Free Fire in Latin America, operated by Garena. The league serves as a pathway to international competition, with teams competing for a chance to qualify for the Esports World Cup (EWC) and earn Club Championship Points, reinforcing OverActive Media's broader competitive strategy.

By joining the Free Fire League, OverActive Media establishes Movistar KOI as a top contender in Latin American esports. As a long-term partner of Telefónica, OverActive will work alongside Movistar Mexico to drive fan engagement, support competitive development, and create new commercial opportunities through its expanding presence in the region.

This move aligns with OverActive Media's focus on investing in high-growth esports ecosystems, ensuring a strong foothold in emerging gaming markets while expanding its influence in the global esports landscape.

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ABOUT OVERACTIVE MEDIA

OverActive Media Corp. (TSXV: OAM) (OTC:OAMCF) 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 Ultra, the League of Legends EMEA Championship (LEC), operating as Movistar KOI, the VALORANT Champions League (VCT) EMEA, operating as Movistar KOI in other professional esports leagues and competitions.

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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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1. Escharts.com