

OverActive Media's Movistar KOI Crowned League of Legends Champions in Europe, Achieves Top Peak Viewership

OverActive Media locks in fourth European League of Legends title and the LEC's #1 seed for MSI Vancouver and the Esports World Cup Riyadh

TORONTO – June 10, 2025 – OverActive Media Corp. (TSXV: OAM | OTC: OAMCF), a global esports and entertainment company for *today's generation of fans*, today announced that the Company's Movistar KOI has been crowned 2025 League of Legends EMEA Championship (LEC) Spring Split Champion. This split (season) represents the second of three splits of the 2025 competition under the LEC banner where 10 European teams compete for the title.

In front of a sold-out arena and a peak digital audience of more than 509,000 concurrent viewers, Movistar KOI delivered a 3-1 victory to secure its first LEC title under the Movistar KOI banner. According to Esports Charts, the Spring Split generated 32.6 million hours watched and averaged 228,000 viewers per minute. Throughout the split, Movistar KOI matchups delivered the highest peak viewership of the Spring season, occupying the top three peak-viewed broadcasts across the split¹. Combined with the sold-out LEC Roadtrip live event in Madrid this April, the team's surge in audience engagement, positions OverActive Media to maximize performance payments under its commercial agreement with the LEC.

The championship caps a dominant run that reinforces OverActive Media's reputation as one of the most competitive and consistent organizations in esports. Since entering the LEC in 2021, the Company has now collected four European titles (2021 Spring, 2021 Summer, 2023 Spring, 2025 Spring) while continuing to grow a global fan base alongside premier commercial partners Telefónica's Movistar, Samsung, Kappa and Razer.

"This is a huge win for our organization and for everyone who believes in what we're building," said Adam Adamou, CEO of OverActive Media. "To bring home our fourth LEC title, our first under the Movistar KOI banner, is an incredible moment. I'm so proud of our players, coaches and staff, and to our fans - your energy carries us. This win is more than a trophy, it's proof that OverActive Media's global vision is working, bringing together talent, infrastructure and community to build something that lasts. We can't wait to bring this team to Canada and continue this run on the international stage."

With the win, Movistar KOI locks in the League's top seed for the 2025 Mid-Season Invitational in Vancouver taking place from June 27-July 12 and the 2025 Esports World Cup (EWC) in Riyadh, a landmark international event boasting more than US\$70 million in total prize across titles. OverActive Media now joins a select group of organizations fielding multiple qualified teams for the EWC, following the recent qualification of its Toronto Ultra Call of Duty and Call of Duty Warzone rosters. As an established EWC Foundation Partner, the Company is also eligible for incremental commercial and operational support across its entire competitive portfolio. The roster will represent the region and the KOI brand on the international stage, beginning in Canada, home to OverActive Media and star midlaner Joseph "Jojopyun" Pyun, the first North American player ever to earn a starting position, and now a championship inside the LEC.

Spanish jungler Javier "Elyoya" Prades Batalla was named Playoffs MVP after anchoring his fourth LEC victory since joining OverActive Media in 2021, further cementing his status as one of Europe's elite competitors.

Movistar KOI will convene for a high-performance boot camp at OverActive's Toronto headquarters before travelling to MSI Vancouver and the Esports World Cup Riyadh.

FOR FURTHER INFORMATION, PLEASE CONTACT:

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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.

CAUTIONARY NOTE REGARDING FORWARD-LOOKING INFORMATION

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.

Neither the TSXV nor its Regulation Services Provider (as that term is defined in the policies of the TSXV) accepts responsibility for the adequacy or accuracy of this release.

¹ Source: Esports Charts, <https://escharts.com/tournaments/lol/lec-spring-2025>.