OverActive Media and Bell Canada Extend Founding Partnership Through 2027

Two-year renewal continues Bell's exclusive telecom sponsorship of OverActive Media in Canada to support Canadian esports, technology and fan engagement

October 28, 2025 (TORONTO, ONTARIO) – OverActive Media Corp. ("OverActive" or the "Company") (TSXV: OAM) (OTC: OAMCF), a global esports, digital media and entertainment company for *today's generation of fans*, announced today that it has extended its long-standing partnership with Bell Canada ("Bell") (TSX:BCE) for an additional two years, through September 30, 2027.

Bell, a Founding Partner of OverActive Media since its inception, will continue as the exclusive telecommunications sponsor for OverActive Media in Canada, supporting the Company's Canadian teams, venues and fan engagement activities.

Under the renewed agreement, Bell will:

- Maintain exclusive category rights within Canada as OverActive's telecommunications partner.
- Retain Founding Partner designation with brand visibility across Canadian OverActive teams, platforms and events.
- Secure naming rights to the Bell Fibe Zone, the state-of-the-art player training facility at OverActive's Toronto headquarters
- Integrate Bell products and services into OverActive's Canadian facilities, content, and fan experiences.

OverActive will continue to leverage Bell's industry-leading technology and networks to enhance competitive performance, content production, and fan engagement across its Canadian operations.

"Bell has been with us since day one, and this extension reflects the strength of our partnership in Canada," said Adam Adamou, Chief Executive Officer, OverActive Media. "Their support and technology have helped us elevate our competitive and content capabilities while expanding the reach of our fan experiences nationwide. This renewal allows us to keep growing our Canadian operations while advancing our broader global strategy."

“Bell is proud to be a Founding Partner of OverActive Media and continue our support for the incredible competitive and creative work happening in Canadian esports,” said David Kennedy, VP, Marketing Communications, Bell Canada. “Our partnership reflects Bell’s focus on providing the best fibre Internet and 5G wireless networks to Canadians, while offering the most exciting entertainment experiences. We look forward to creating even more ways for fans to engage with Toronto KOI and the broader OverActive community.”

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 KOI, 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 INFORMAITON

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.