

MGI – Media and Games Invest SE Proposal from MGI's Nomination Committee

The Nomination Committee of MGI has resolved to propose re-election of Tobias M. Weitzel as chair of the Board of Directors and re-election of Elizabeth Para, Franca Ruhwedel, Johan Roslund and Remco Westermann as board members. The Nomination Committee also proposes election of Greg Coleman and Peter Huijboom as new board members (conditional on the annual general meeting resolving to increase the maximum number of board members).

Mai 08, 2024 (11:20 CEST) – MGI - Media and Games Invest SE ("MGI" or the "Company", ISIN: SE0018538068; ticker M8G; Nasdaq First North Premier Growth Market and Scale Segment Frankfurt Stock Exchange): The Nomination Committee - consisting of Anthony Gordon (representing a group of shareholders acting in concert), Hermann Dambach (Oaktree Capital Management), Dr. Gabriel Recnik (Bodhivas GmbH) and Tobias M. Weitzel (Board of Directors) – announces a proposal to expand the Board of Directors of MGI to seven members, in order to further bolster its media expertise. Provided that the annual general meeting resolves to increase the maximum number of board members as set out in the articles of association, two new members are nominated to join the Board of Directors. Greg Coleman, a.o. former President of Huffington Post, BuzzFeed (currently member of the Board of Directors), and Criteo, who has a deep understanding of the media and especially the ad-tech space, and Peter Huijboom, a.o. former CEO Global Media at Dentsu, an expert in the advertiser and media agency landscape. Their appointments reflect MGI's commitment to attracting experienced and highly respected professionals with extensive networks to strengthen the company's strategic direction and industry positioning. With their wealth of experience and industry insight, Coleman and Huijboom are great additions to contribute to MGI's strategic growth initiatives. Should the annual general meeting not resolve to increase the maximum number of board members as set out in the articles of association, the nomination committee only proposes the election of Greg Coleman as new board member.

- **Greg Coleman**, born 1954, is a veteran of the advertising industry with ample experience in executive but also board and advisory roles. He is adjunct professor at New York University's Stern School of Business where he teaches a class on digital marketing and innovation, as well as Entrepreneur in Residence at Lerer Hippeau Ventures and sits on numerous boards at the intersection of technology, media and advertising including BuzzFeed, Cadent, Static Media, Guideline and Botify. Earlier, Greg was the President of Criteo, BuzzFeed, and Huffington Post.com. He also previously held roles as President and Chief Revenue Officer at the Huffington Post and as EVP of Global Sales at Yahoo. Greg also served as President of Platform-A at AOL and was formerly Senior Vice President of Reader's Digest Association and president of U.S. Magazine Publishing. At CBS, Inc., he spent 10 years leading advertising efforts for Woman's Day as Vice President and National Sales Manager. Coleman holds a B.S. degree in Business Administration from Georgetown University and attended the M.B.A. program at New York University. Greg Coleman's extensive background and expertise, particularly in media and ad tech, make him an extremely valuable candidate for the MGI board. Greg Coleman is independent of the Company and its executive management as well as its major shareholders. [Greg Coleman](#) on LinkedIn.
- **Peter Huijboom**, born 1963, is a distinguished senior international executive with over a decade of experience at Dentsu, a leading global advertising, marketing, and communications group with ~75,000 employees. Throughout his tenure at Dentsu, Peter has held pivotal roles, including CEO

Global Media and CEO Global Clients. In the first half of 2024, he served as an Executive Advisor to the Dentsu Group CEO and COO, focusing on business-critical top-to-top global client relationships. Peter's leadership at Dentsu has been marked by his exceptional ability to drive business strategy, foster organic growth, manage P&L, build high performing teams, and cultivate strong long-term client relationships. Additionally, Peter has played a key role in successfully leading acquisitions and spearheading major organizational change projects, contributing significantly to long-term business growth and success. Prior to his tenure at Dentsu, Peter spent over a decade at Synovate, where he held roles such as global COO Geographies, regional CEO and CEO Global Client Relationships. Additionally, Peter founded Market&More, a pan-European company with over 500 employees, where he served as CEO and which he successfully sold to Aegis/Synovate. Peter studied Economics at the University of Amsterdam. Peter's extensive experience and formidable network in the media sector, particularly within the advertiser and agency realms, with focus on global client relationships, positions him as a strategic board asset for MGI. His profound understanding of their evolving needs and expectations concerning ad tech companies like MGI will play a pivotal role in amplifying MGI's footprint within the advertiser and agency spheres. Peter Huijboom is independent of the Company and its executive management as well as its major shareholders. [Peter Huijboom](#) on LinkedIn.

In addition to the appointment of Peter Huijboom and Greg Coleman, the Nomination Committee proposes the re-election of Elizabeth Para, Franca Ruhwedel, Johan Roslund and Remco Westermann as well as the re-election of Tobias M. Weitzel as chairman of the Board of Directors.

Mary Ann Halford will leave the Board of Directors but will remain close to the company. In her new role as a consultant, she will support the management of the media business with her media expertise and extensive network. The Nomination Committee extends its sincere appreciation to Mary Ann Halford for her invaluable contributions during her tenure on the Board of Directors. Her dedication, expertise, and insights have played a significant role in shaping the Company's trajectory.

The Nomination Committee's motivated statement, together with the Nomination Committee's other proposals, will be published prior to the annual general meeting on 13 June 2024. Information about the Nomination Committee is available at www.mgi-se.com.

Stockholm, May 08, 2024

The Nomination Committee of MGI - Media and Games Invest SE

Responsible parties

The information in this release has been made public through the agency of the responsible persons set out below for publication at the time stated by MGI's news distributor EQS Newswire at the publication of this release. The responsible persons below may be contacted for further information.

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About MGI - Media and Games Invest SE

MGI - Media and Games Invest SE (MGI) operates a fast-growing, profitable ad-software platform that matches global advertiser demand with publisher ad-supply while improving results through first party data from own games as well as AI driven contextual data solutions. MGI's main operational presence is in North America and Europe. Through investments in organic growth and innovation, as well as targeted M&A, MGI has built a one-stop shop for programmatic advertising, enabling companies to buy and sell ad space across all digital devices (mobile apps, web, connected TV and digital out of home), with the mission to make advertising better. MGI is registered as Societas Europaea in Sweden (registration number 517100-0143) and its shares are listed on Nasdaq First North Premier Growth Market in Stockholm and in the Scale segment of the Frankfurt Stock Exchange. The Company has three secured bonds that are listed on Nasdaq Stockholm and on the Frankfurt Stock Exchange Open Market. The Company's certified advisor on Nasdaq First North Premier Growth Market is FNCA Sweden AB; info@fnca.se.