**ad pepper media International N.V. acquires majority stake in solute Holding GmbH & Co. KG**

Nuremberg, Amsterdam, 24 April 2025

ad pepper media International N.V. (ISIN: NL0000238145), Nuremberg, Amsterdam, ("ad pepper") and four shareholders of solute Holding GmbH & Co KG ("solute") have today signed purchase agreements for 14.48 percent of the shares in solute. The total purchase price for these shares is EUR 3.47 million in cash. The sellers are Sutter Telefonbuchverlag GmbH, .wtv Württemberger Medien GmbH & Co KG, Rudolf Röser Verlag and Informationsdienste AG, and Verlag Hans Lück GmbH. The transactions are still subject to antitrust approval, a board reservation by the sellers, and other customary closing conditions.

Together with the shares in solute already acquired in October 2023 and February 2025, which ad pepper announced in ad hoc disclosures and corporate news dated 2 October 2023 and 24 February 2025, ad pepper will hold a total of 58.86 percent in the target company after implementation of the current transactions and thus a majority stake. The consolidation of the investment will take place after completion of the transactions, i.e. probably in the course of the second quarter of 2025.

In 2024, solute's sales amounted to around EUR 44.7 million with an EBITDA of EUR 3.9 million. The company is debt-free. ad pepper will pay the purchase price for the acquisition of the shares from its cash reserves.

In addition, open-ended discussions are still being held with other shareholders of solute with the aim of possibly increasing the stake to a qualified majority of 75 percent of the interest in solute.

The transactions are classified as related-party transactions under Dutch company law.

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