



Ad hoc announcement pursuant to Art. 53 LR

Pratteln, 13 June 2023

Examination of strategic options for the further development or sale of the Sport1 Media Group

The Board of Directors of Highlight Communications AG, a subsidiary of Highlight Event and Entertainment AG, is currently examining various strategic options such as cooperations, M&A options as well as other comparable measures for the successful further development of the Sport1 Medien Group.

To this end, it has decided today to initiate a structured process regarding a possible sale of the Sport1 Media Group or parts of the Group. A decision as to whether, when and to what extent a sale will take place has not been made, but all strategic options are open.

The Sport1 Medien Group is bundled under Sport1 Medien AG, a subsidiary of Highlight Communications AG. Highlight Event and Entertainment AG in turn holds a 52.2% stake in Highlight Communications AG.

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