



ella media ag | Zählerweg 7 | 6300 Zug | Switzerland | CHE-370.592.352

NOTICE TO CURRENT AND POTENTIAL INVESTORS

by the Board of Directors of **ella media ag**, Zählerweg 7, 6300 Zug, Switzerland,
(company registration number CHE-370.592.352) ("**Company**" or "**Issuer**")

dated 19 August 2022

to the attention of persons receiving the growth prospectus for the offer to the public of up to 3,351,100 participation certificates by ella media ag ("**Prospectus**") in accordance with Article 15 (1) (a) of the Regulation (EU) 2017/1129 of the European Parliament and of the Council approved on 15 October 2021 by the Financial Market Supervisory Authority in Luxembourg (CSSF) and notified to the Federal Financial Supervisory Authority of the Federal Republic of Germany (BaFin), to the Financial Market Authority of the Republic of Austria (FMA), and to the Dutch Authority for the Financial Markets (AFM) for the purpose of:

The offering of up to 3,351,000 participation certificates by the Issuer with a nominal value of CHF 0.01 each (ISIN CH1107675402, "**Offer Securities**") during four offer periods from 1 December 2021 until 30 August 2022 (the latest) at a maximum offer price per Offer Security of EUR 10.00 ("**Offering**").

Results of the Second Offer Period and of the Offering to date

As announced by notice dated 31 May 2022, the Second Offer Period started on 18 June 2022 and ended on 7 August 2022, in which the Issuer offered Offer Securities at an offer price of EUR 7.50 each.

During the Second Offer Period, investors subscribed for 83,101 Offer Securities at EUR 7.50 each, raising an aggregate subscription amount of EUR 623,257.50. The Issuer expects to issue the Offer Securities on or around 8 September 2022.

In the First Offer Period, which lasted from 15 October 2021 to 17 June 2022, investors had subscribed for 707,201 Offer Securities at an offer price of EUR 5.00 each, raising an aggregate subscription amount of EUR 3,536,005. This means that in the Offering to date, 790,302 Offer Securities have been subscribed for a total subscription amount of EUR 4,159,262.50.

Third Offer Period and offer price

In the current Third Offer Period, which started on 8 August 2022 and will end on 30 August 2022 at 5 p.m. Swiss time (the latest time of receipt for the acceptance of Subscriptions during the Third Offer Period), the Offer Price per Offer Security is set by the Issuer to EUR 7.50.

This announcement will be made available on the website of the Luxembourg Stock Exchange and on the website of the Issuer at <https://www.ella.ag/public-offering>.

ella media ag

Michael Keusgen
Chairman of the Board of Directors