



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 4 July 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**").

In according with section 7.4 of the Prospectus, as amended by notices of the Management Board dated 20 January 2022 and 31 May 2022, the first offer period of the Offering, during which Offer Securities were offered at an offer price of EUR 5.00 each, started on 15 October 2021 and ended on 17 June 2022 ("**First Offer Period**"). In total, 707,201 Offer Securities were subscribed for during the First Offer Period.

As announced by notice dated 31 May 2022, the second offer period has started on 18 June 2022 and will last until 7 August 2022 ("**Second Offer Period**"). As resolved by the Management Board of the Company on 17 June 2022, 500,000 Offer Securities are offered at an offer price of EUR 7.50 each during the Second Offer Period. The Management Board may resolve to offer additional Offer Securities (until the maximum available amount of 3,351,000 Offer Securities for the Offering according to the Prospectus is reached) at an offer price of EUR 7.50 during the Second Offer Period.

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

ella media ag

Michael Keusgen
Chairman of the Board of Directors