



PRESS RELEASE

NEW COURSE OF LBM S.p.A (formerly ILBE)

Rome, 25 October 2024 – Lady Bacardi Media S.p.A. (LBM S.p.A. formerly ILBE S.p.A.) – a company active in the production of film and television content (Euronext Growth Milan – IT0005380602 – IE and Euronext Growth Paris – IT0005380602 – ALIE) – announces that the recent changes that have affected the Company and culminated in the shareholders' meeting of last October 21st, have been welcomed with great enthusiasm by our Group. We are aware of the complicated but exciting challenges with which we will have to measure ourselves in the near future and equally convinced of the very high professionalism that characterizes the new managerial bodies.

The affair involving the now former Director, Chairman of the Board of Directors and CEO has undoubtedly marked a delicate moment in our company history. We have not lost the determination and dedication to work to take advantage of this turnover, reorganizing and replanning the continuation of business activities and the Group's development plans.

In turning the page and in very strong discontinuity with the recent past, the shareholders' meeting of 21 October 2024 appointed a **new Board of Directors**.

The new Board of Directors has adopted the logic of the shareholders' meeting of a clear discontinuity with the past, working for everything to be put in place that reflects and implements this will, also proposing to adopt all possible measures and methods to protect the company and its workers.

The new Board of Directors, in dealing with this task, benefits from the contribution of the best professionals, as it is composed of professionals with proven experience and competence.

Among them, film producer Stephen Joel Brown, known for successful films such as "Seven" and "The Fugitive" as well as for his Emmy Award nomination for the series "Emily in Paris". This team will lead the Company with the aim of creating value for all stakeholders, starting with our collaborators and employees.

The shareholders' meeting also introduced a **new company name**, *Lady Bacardi Media S.p.A.* (LBM S.p.A.) simply taking note of the new company course.

Obviously, the Group's ordinary and extraordinary activities will also be re-engineered and strengthened so that current and future projects are supported by sound and realistic strategic plans, which are essential factors for our long-term success.

The most important efforts will focus **on compliance, creativity, innovation, technology and human capital**, with the aim of raising the quality of our products and services to meet the expectations of partners and customers around the world.

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We are convinced that these transformations will be a great opportunity to strengthen our position in the market.

Your support and trust are and will be fundamental to the success of the Group. We are in fact aware that the standards of excellence that this club sets itself can only be the result of serious, tenacious and passionate teamwork for which we would like to express our heartfelt wishes, efforts and mutual and synergistic dedication.

This press release is available in the "Investor Relations" section of the <https://ilbegroup.com/> website. It should also be noted that, for the dissemination of regulated information, the company uses the 1INFO-SDIR circuit managed by Computershare S.p.A.

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Lady Bacardi Media S.p.A.

Lady Bacardi Media S.p.A. (LBM S.p.A.) is a global production company active in the production of film and television content including, mainly, films, TV-shows, animated web series. The Company also operates through its subsidiaries Arte Video S.r.l., Red Carpet S.r.l., Iervolino & Lady Bacardi Studios d.o.o., Wepost S.r.l., SoBe Sport S.r.l. and Maestro Distribution S.r.l.. It is listed on Euronext Growth Milan since 2019 – IT0005380602 – IE – and on Euronext Growth Paris – IT0005380602 – ALIE. In the financial year 2023, the LBM Group achieved consolidated revenues of €173 million, consolidated EBIT of €11.6 million and consolidated net profit of €4.7 million.

www.ilbegroup.it/com

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