



IDEAL HOLDINGS S.A.

ANNOUNCEMENT – INVITATION TO INVESTORS

REGARDING THE PUBLIC IN GREECE OF UP TO 8,000,000 NEW, COMMON, REGISTERED, DEMATERIALIZED VOTING SHARES, WITH A NO OFFERING MINIMAL VALUE OF €2.00 EACH, OF “IDEAL HOLDINGS S.A.” (THE “COMPANY”), TO BE ISSUED IN THE CONTEXT OF A SHARE CAPITAL INCREASE VIA CASH PAYMENT AND WITH THE CANCELLATION OF THE PRE-EMPTIVE RIGHTS OF EXISTING SHAREHOLDERS, WITH THE POSSIBILITY OF PARTIAL SUBSCRIPTION, PURSUANT TO THE RESOLUTION OF THE COMPANY’S BOARD OF DIRECTORS DATED 02.06.2025, IN EXERCISE OF THE AUTHORIZATION GRANTED TO IT BY THE EXTRAORDINARY GENERAL MEETING OF THE COMPANY’S SHAREHOLDERS HELD ON 19.09.2024, AND THE TRADING OF THE NEW SHARES OF THE COMPANY ON THE REGULATED MARKET OF THE ATHENS STOCK EXCHANGE.

PUBLIC OFFERING

FROM 11 JUNE 2025 UNTIL FRIDAY 13 JUNE 2025

TRADING UNIT: ONE (1) SHARE

LEAD UNDERWRITERS AND ISSUE ADVISORS



UNDERWRITERS



The Extraordinary General Meeting of the Company’s shareholders held on 19.09.2024 authorized the Board of Directors: (a) To decide, in accordance with the provisions of Article 24, paragraph 1 of Law 4548/2018 and with the quorum and majority required by law, on the increase of the Company’s share capital, up to the maximum limit provided under Article 24(1)(b) of the above Law (i.e., an amount not exceeding three times the share capital as it stood on the date the authorization was granted to the Board for the capital increase), through the issuance of new shares (b) to determine the specific terms and timeline of the share capital increase by its own resolution, in accordance with the applicable provisions of Law 4548/2018, including, without limitation: the amount of the capital increase and the subscription period, the possibility of partial subscription, the structure of the capital increase, the type, number, nominal value, and offering price of the new shares to be issued, the potential restriction or cancellation of existing shareholders’ pre-emptive rights, in accordance with Article 27(4) of Law 4548/2018, the allocation of the new shares, including (but not limited to) allocation to strategic investors, a public offering and/or private placement in Greece and/or abroad, the categories of investors entitled to participate, the method and any criteria for allocation among different investor categories in Greece and/or abroad, including the authority to implement a preferential allocation mechanism

for the new shares, and the conclusion of all necessary agreements with domestic and/or foreign intermediaries, underwriters, coordinators, or managing banks or investment firms, (d) to authorize one or more members of the Board of Directors or other executives of the Company, acting either jointly or separately, to make any decision or take any action in relation to the above that does not legally or statutorily require the approval of the Board of Directors.

Subsequently, the Board of Directors of the Company, at its meeting held on 02.06.2025, in exercise of the authorization granted to it by the resolution of the Extraordinary General Meeting dated 19.09.2024, decided, among other things, as follows:

- The increase of the Company's share capital by an amount of up to €16,000,000 through the issuance of up to 8,000,000 new common registered voting shares with a nominal value of €2.00 each (the "New Shares") via a public offering, to retail and qualified investors in Greece, via cash contribution (the "Increase") and the admission to trading of the New Shares on the Athens Stock Exchange (the "Trading").
- The possibility of partial subscription to the Increase in accordance with Article 28 of L. 4548/2018 and the cancellation of the preemption rights of its existing shareholders pursuant to Article 27 (4) of L. 4548/2018.
- The New Shares shall have the right to receive dividends and any other distributions from the date of their issuance onward, in accordance with applicable legislation, to the beneficiaries registered in the records of the Dematerialized Securities System (D.S.S.), managed by the "Hellenic Central Securities Depository S.A.", as holders of the relevant securities on the record date to be determined by the resolution of the competent corporate body.
- The establishment of a preferential allocation right for existing shareholders of the Company for part of the Increase, specifically for up to 2,400,000 New Shares, in proportion to their participation in the number of shares of the Company ("Share" or "Shares") held as of the Record Date, so that they may retain, to some extent, their percentage of participation relative to their holding in the Company's share capital prior to the Increase.
- The approval of the Offering Price Range, which will range from €5.80 to €6.10 per New Share ("Offering Price Range" or "Range").
- Friday, 06.06.2025 was set as the record date ("Record Date for the purposes of the Public Offering") for existing shareholders ("Existing Shareholder" or "Existing Shareholders").
- The participation and allocation procedure for both Existing Shareholders and third-party investors, including retail and qualified investors, as defined in Annex II of Law 4514/2018.
- The duration of the Public Offering shall be three (3) business days.

The minutes of the above meeting of the Company's Board of Directors held on 02.06.2025 are available on the Company's website: <https://www.idealholdings.gr/en/>.

All of the Company's New Shares, up to 8,000,000 New Shares assuming full subscription of the Increase, will be admitted to trading on the Regulated Market of the Athens Exchange (A.T.H.EX.).

FINAL OFFERING PRICE OF THE NEW SHARES THROUGH THE PUBLIC OFFERING

The Final Offering Price will be determined within the Offering Price Range, specifically from €5.80 to €6.10, via the Electronic Book Building (EBB) and will be common for all investors, both Qualified and Retail Investors, participating in the allocation of New Shares through the Public Offering.

Specifically, the Final Offering Price will be determined by the Board of Directors in collaboration with the Lead Underwriters and the Company's Issue Advisors based on the bids submitted by Qualified Investors within the Offering Price Range in the Electronic Book Building (EBB). This bidding process will be followed for the portion of the Public Offering involving Qualified Investors and will occur simultaneously with the registrations of Retail Investors during the Public Offering.

The Offering Price will be notified to the Capital Markets Commission and published on the Electronic Trading System of the Stock Exchange no later than the next business day following the completion of the Public Offering. Simultaneously with the determination of the Final Offering Price, the allocation of New Shares will also be decided. In any case, the

Final Offering Price will be determined within the announced Offering Price Range and cannot exceed the maximum price of the Offering Price Range, i.e., €6.10 (the "Maximum Price of the Offering Range").

PROCEDURE FOR THE OFFERING OF THE NEW SHARES THROUGH THE PUBLIC OFFERING

The offering of up to 8,000,000 New Shares will be carried out through a Public Offering to the investors within the Greek territory via the BBP service.

The Public Offering and the operation of the EBB will be conducted in accordance with Decision 34/08.03.2017 of the Stock Markets Steering Committee of Hellenic Exchanges of the Athens Stock Exchange, as amended and currently in force ("EBB Decision"), and the decision of the Company's Board of Directors dated 02.06.2025, pursuant to the authorization granted to it by virtue of the resolution of the Extraordinary General Meeting held on 19.09.2024.

Coordinators of the EBB process, pursuant to the EBB Decision, have been appointed Eurobank S.A and Piraeus Bank S.A.

The Public Offering and the operation of the EBB will last for three (3) working days. Specifically, the Public Offering will commence on Wednesday, 11.06.2025 at 10:00 a.m. (Greek time) and will conclude on Friday, 13.06.2025 at 4:00 p.m. (Greek time). The EBB will remain open during the Public Offering from 10:00 a.m. to 5:00 p.m. (Greek time), except on Friday, 13.06.2025, when it will close at 4:00 p.m. (Greek time).

PROCEDURE FOR THE OFFERING OF THE NEW SHARES THROUGH THE PUBLIC OFFERING TO RETAIL INVESTORS

The interested Retail Investor, in order to participate in the Public Offering must hold an investor share and securities account in the Dematerialized Securities System (DSS), and must submit, during the Public Offering period, a subscription application for the New Shares.

Interested Retail Investors shall submit their subscription applications through the Company's Lead Underwriters, the Underwriters and Advisors, as well as through the Members of EBB and the Participants who maintain their securities accounts in the DSS and cooperate with the EBB Members for the submission of subscription applications via the EBB Service, from the first to the last day of the Public Offering.

The subscription application for the New Shares must include the Investor Account Number (DSS ID), the Securities Account Number, and the Participant's Code in the DSS. In the event that any of these numbers is incorrect, the Retail Investor shall be excluded from the allocation of the New Shares.

For the purposes of submitting the subscription application, the subscription value for Retail Investors is defined as the number of New Shares requested multiplied by the Maximum Price of the Offering Price Range. Subscription applications from Retail Investors will be accepted only if the full subscription amount has been either paid in cash or by bank cheque, or has been duly reserved in bank deposit accounts held by the Retail Investors, or in client accounts maintained for the provision of investment services, in which the investors are listed as beneficiaries or co-beneficiaries.

To participate in the Public Offering, interested Retail Investors must present their national identification card or passport, their tax identification number (TIN), and a printout of their information from the Hellenic Central Securities Depository/ Dematerialized Securities System (DSS.).

If, after the conclusion of the Public Offering, more than one identical subscription is identified—based on DSS data—either through an Individual Segregated Account or through an Omnibus Account for Retail Investor applications, all such subscriptions will be treated as a single unified subscription and they will be consolidated into one aggregate subscription per Individual Segregated Account or, as applicable, into one aggregate subscription per Omnibus Account.

It is noted that in the case of a subscription application by Retail Investors who are not Existing Shareholders and who apply through omnibus accounts, each Participant maintaining the relevant omnibus account shall bear full responsibility for ensuring the proportional allocation of shares among its clients.

Participation in the Public Offering by the same natural or legal person, or other entity, is not permitted simultaneously under both the capacity of a Retail Investor and a Qualified Investor. In such cases, the investor's subscriptions will be

recorded either as a Retail Investor application or as a Qualified Investor application, based on the classification indicated in their first submitted application. Each subscription application:

- (A) If submitted through an Omnibus Account, must clearly specify—under the responsibility of the Intermediary/Registered Intermediary—whether it concerns Retail Investors or Qualified Investors. It must also mandatorily indicate the Shareholder Identification Number (DSS ID) of the Registered Intermediary in whose account the shares will be credited.
- (B) If submitted through the investor's own Individual Segregated Account or a Client's Individual Segregated Account, as applicable, the application must clearly indicate whether it concerns a Retail Investor or a Qualified Investor. It must also specify the name of the investor submitting the application and must include the corresponding Investor Share ID (DSS ID) of the individual or their client, as applicable, including any Joint Investor Share ID in the DSS.
- (C) Each investor may subscribe through the EBB Service for at least one (1) trading unit (i.e., 1 New Share) or for any whole multiple of New Shares (e.g., 2, 5, 8 Shares), with a maximum limit equal to the total number of New Shares offered, i.e., 8,000,000 New Shares. The minimum participation threshold is one (1) New Share
- (D) Is legally binding
- (E) may not be revoked or amended after the conclusion of the Public Offering, that is, after Friday, 13 June 2025 at 16:00 (Greek time), which is the deadline for submitting subscription applications through the EBB Service. From that point onward, all such subscription applications shall be deemed final and irrevocable.

Amendment or cancellation of a subscription application for the purchase of New Shares is permitted during the Public Offering period, by following a procedure similar to that of the initial submission. If the subscription application is not duly completed in accordance with the terms of participation and subscription in the Public Offering, as set forth in the EBB Decision, the application will not be accepted

PROCEDURE FOR THE OFFERING OF THE NEW SHARES THROUGH THE PUBLIC OFFERING TO RETAIL INVESTORS

To participate in the Public Offering, interested Qualified Investors must contact the Company's Lead Underwriters and Advisors, as well as the Underwriters, in order to submit the relevant subscription application without the requirement to commit the corresponding amount. The submission period for Qualified Investors' offers will run from the first to the last day of the Public Offering.

Qualified Investor offers submitted through the EBB must include at least one of the following:

- The number of New Shares the investor wishes to acquire, without specifying a price (market order) (market),
- The number of New Shares and the maximum price the investor is willing to pay per share (within the announced price range)
- Multiple quantities of New Shares (in whole numbers), each corresponding to a specific price per share.

The price indicated in the subscription application must fall within the Offering Price Range and must be in increments of €0.01.

The EBB will close on the final day of the Public Offering period (Friday, 13 June 2025 at 16:00 Greek time), at which point all offers, as they stand at that time, will be considered final.

Applications will be accepted only if the investors are either sole or joint beneficiaries of the accounts through which they subscribe. If, after the conclusion of the Public Offering, more than one identical application—each meeting the eligibility criteria for allocation—is identified based on DSS data, either through a Client Segregated Account or through Omnibus Accounts for Qualified Investor applications, then all such applications will be treated as a single unified subscription. They will be consolidated into one aggregate application per Segregated Account or, as applicable, into one aggregate application per Omnibus Account for Qualified Investors.

The amount corresponding to the value of the New Shares offered through the Public Offering, as described above, must be deposited into the EL.K.A.T. account by 13:00 (Greek time) on the second business day following the end of the Public Offering, in accordance with the provisions of the EBB Decision. The Company's Joint Bookrunners and Advisors, in cooperation with the Company, may, at their sole discretion, extend this deadline until 13:55 (Greek time) on the same day.

The amount corresponding to the value of the New Shares offered through the Public Offering, as described above, must be deposited into the EL.K.A.T. account by 13:00 (Greek time) on the second business day following the end of the Public Offering, in accordance with the provisions of the H.B.I.P. Decision. The Company's Joint Bookrunners and Advisors, in cooperation with the Company, may, at their sole discretion, extend this deadline until 13:55 (Greek time) on the same day.

ALLOCATION PROCESS OF THE PUBLIC OFFERING

According to the resolution of the Company's Board of Directors dated 02.06.2025, following the completion of the Public Offering, the total number of New Shares—i.e., up to 8,000,000 New Shares—will be allocated as follows:

- (a) Up to 2,400,000 common, registered, voting shares will be allocated with priority to the Company's existing shareholders. Existing Shareholders who subscribe in the Public Offering will be entitled to a priority allocation of up to 5.20% of the number of shares they hold as of the Record Date ("Priority Allocation"). As Record Date, has been determined Friday, 06.06.2025 the purposes of the Public Offering and for determining the identity and holdings of the Existing Shareholders. After the finalization of the number of New Shares to be allocated to each Retail Investor and the determination of their Final Offering Price, any excess committed amount will be refunded to the entitled investor by releasing the corresponding funds, while simultaneously charging their deposit account with the value of the New Shares allocated to the investor. The committed deposit amounts are subject to the terms of the initial deposit (such as the term, interest rate, etc.) until they are released. In the event that fractional shares result from the Priority Allocation, the number of shares will be rounded down to the nearest whole number. Any shares left unallocated due to this rounding will be transferred for allocation and added to the 5,600,000 shares mentioned under item (b) below. Subscription requests from Existing Shareholders for shares exceeding their proportional entitlement under the Priority Allocation will be satisfied proportionally along with those from new subscribing investors, as described under item (b) below. It is clarified that subscription by Existing Shareholders for fewer shares than their proportional entitlement is permitted.
- (b) (b) The remaining at least 5,600,000 common, registered, voting shares will be allocated proportionally (pro rata) based on total demand among new investors, as well as Existing Shareholders who have subscribed during the Public Offering for a number of New Shares exceeding their proportional entitlement from the Priority Allocation. In the event that total demand from Existing Shareholders is less than 2,400,000 New Shares of the Priority Allocation, the subscription applications of the Existing Shareholders will be fully satisfied up to the Priority Allocation, and any excess New Shares will be transferred for further disposition and added to the 5,600,000 New Shares. Furthermore, in case of partial coverage of the New Shares mentioned in (b) above, all valid subscription applications submitted by both new investors and Existing Shareholders (who have requested a number of New Shares exceeding their proportional entitlement according to the Priority Allocation) during the Public Offering will be fully satisfied.

In the event of fractional New Shares, the number will be rounded down to the nearest whole number. If, as a result of this rounding, there are remaining undistributed New Shares, these will be allocated one by one to investors with the largest fractional undeployed New Share amount per investor. If two or more investors have the same unpaid amount of New Shares, priority will be given to those who submitted their registration applications earlier.

After the final number of New Shares allocated to each Retail Investor and the determination of the Final Offering Price, any excess amount committed will be refunded to the investor, with the corresponding amounts released and the account credited with the value of the New Shares allocated to the investor. The committed deposit amounts are subject to the terms of the initial deposit (such as the term, interest rate, etc.) until they are released.

Finally, it is noted that the Priority Allocation does not constitute a legal pre-emptive right within the meaning of Article 26 of Law 4548/2018.

DOCUMENT AVAILABILITY

Information about the Company, the New Shares, the Offering Price, the participation process in the Public Offering, and the method of allocation of the New Shares is included in the document prepared in accordance with Annex IX ("Document") of Regulation (EU) 2017/1129 of the European Parliament and of the Council, of June 14, 2017, as

amended ("Regulation"), for the purposes of Article 1.4.dβ) and Article 1.5.βα) of the Regulation concerning the Public Offering and listing of the New Shares on the Athens Stock Exchange.

It is noted that the Document does not constitute a prospectus within the meaning of the Regulation and has not been submitted for review or approval by the Hellenic Capital Market Commission. Furthermore, it is noted that due to the provisions of Articles 1 paragraph 4 (db) and 1 paragraph 5 (ba) of the Regulation, no prospectus has been published or will be published for the Public Offering and the listing of the New Shares on the Main Market of the Regulated Market of the Athens Stock Exchange, due to exemptions. The Document has been prepared in accordance with Article 1.4.bd) and Article 1.5.ba) of the Regulation, and the requirements set out in Annex IX of the Regulation. Investors should conduct their own assessment of the suitability of investing in the Company's New Shares. Investors in Ideal Holdings shares are advised to review all financial information and announcements published by the Company, which are available on its corporate website (<https://www.idealholdings.gr/el/>) and the Athens Stock Exchange website (<https://www.athexgroup.gr/el>).

The Document is available in electronic form on the following websites:

- ATHEX: <https://www.athexgroup.gr/el/market-data/informative-material>
- Company: <https://www.idealholdings.gr/el/ependytikes-sheseis/enhmerwsh-metoxwn/enhmerotika-deltia/>,
- Eurobank: <https://www.eurobank.gr/el/omilos/enimerosi-ependuton/enimerotika-deltia/enimerotika-deltia-sumboulos-anadoxos-trapeza-eurobank-ergasias-ae>
- PIRAEUS BANK: <https://www.piraeusholdings.gr/idealholdings2025>
- NATIONAL BANK OF GREECE: <https://www.nbg.gr/el/footer/enimerwtika-deltia>
- Alpha Bank: <https://www.alpha.gr/el/idiotes/ependuseis/xrimatistiriakes-upiresies/enimerotika-deltia>
- Optima Bank: <https://www.optimabank.gr/business/investment-banking/enimerotika-pliroforiaka-deltia> και
- AXIA Ventures Group Ltd.: <https://www.axiavg.gr/prospectus/>

Additionally, during the Public Offering period, a copy of the Document will be provided free of charge in electronic form to any potential investor upon their request. This service will be offered free of charge by the Company, Eurobank, Piraeus Bank, National Bank of Greece, Alpha Bank, Optima Bank, and Axia AXIA Ventures Group Ltd.

TIMELINE

Below is the expected timetable for the completion of the Public Offering and the listing of the Company's New Shares on the Regulated Market of the Athens Stock Exchange:

DATE	EVENT
04.06.2025	<i>Submission of the Document to the Capital Markets Commission.</i>
04.06.2025	<i>Publication of the Document in the Athens Exchange's and on the websites of the Company, the Coordinators, and the Advisers of the Company, as well as the Underwriters.</i>
04.06.2025	<i>Publication of the announcement inviting the public and announcing the start of the Public Offering.</i>
11.06.2025	<i>Commencement of the Public Offering.</i>
13.06.2025	<i>Closure of the Public Offering.</i>
13.06.2025	<i>Announcement of the Offering Price.</i>
17.06.2025	<i>Release of investor funds and payment of the amount due for the allocated shares by Institutional and Retail Investors.</i>

DATE	EVENT
17.06.2025	<i>Resolution by the Board of Directors regarding the certification of the collected funds for the Company's Public Offering, with a report by a certified auditor or audit firm, under the care of the Company's Board of Directors.</i>
17.06.2025	<i>Publication of an announcement regarding the outcome of the Public Offering in the Athens Exchange's "H.D.T." and on the Company's website.</i>
17.06.2025	<i>Approval by the Athens Exchange for the inclusion of the New Shares in trading.</i>
17.06.2025	<i>Announcement of the start date for trading of the New Shares in the Athens Exchange's "H.D.T." and on the Company's website.</i>
18.06.2025	<i>Commencement of trading of the New Shares.</i>

It should be noted that the above timetable depends on various uncontrollable factors and may change. In such a case, investors will be informed through the Athens Exchange's "Hellenic Data Delivery" (H.D.T.) and the Company's website.

For more information, shareholders can contact the Company's Investor Relations at email ir@idealholdings.gr, addressed to Ms. Katerina Psifi, telephone 210 5193977, or Ms. Lydia Pistiola, telephone 215 2159610.

ATHENS, 04.06.2025

IDEAL HOLDINGS S.A