Press release – 14 October 2026 – 18h

SIMPLIFIED TENDER OFFER PROJECT INITIATED BY UNIFY GROUP FOR ITS OWN SHARES AS PART OF ITS SHARE BUYBACK PROGRAMME

The Board of Directors of Unify Group (the "Company"), which met today, has approved in principle a simplified tender offer project initiated by Unify Group for its own shares (the "Offer"), with a view to cancelling the shares acquired. The Offer would be carried out as part of the Company's share buyback programme, authorised by the Company's General Meeting of Shareholders held on 8 June 2026 (under its eighth resolution).

Subject to the French financial markets authority (Autorité des marchés financiers – the "AMF") issuing its compliance decision, the Offer would be conducted under the simplified procedure governed by Articles 233-1 and further of the AMF general regulation and would remain open for a minimum period of 10 trading days.

The Offer price would be €2.70 per share and would cover a maximum of **926,000 shares of the Company,** representing 1.51% of Unify Group's share capital[1]. The Company would therefore allocate a maximum amount of €2,500,200 to this share buyback program, which would be financed from the Company's available cash resources.

The offer price represents a premium of 71.3% over the last closing share price of Unify Group prior to the announcement of the Offer, and a premium of 56.6% over the volume-weighted average share price during the 60 trading days preceding the date of the announcement of the Offer.

Should the number of shares tendered in response to the Offer exceed the maximum of 926,000 shares, the number of shares accepted from each shareholder would be reduced proportionately to the number of shares tendered by that shareholder, in accordance with Article 233-5 of the AMF general regulation.

Mr Pascal Chevalier, Chief Executive Officer and Chairman of the Board of Directors, who holds 19.7% of the Company's share capital and 28.47% of its voting rights, and Mr Gautier Normand, Deputy Chief Executive Officer, who holds 6% of the Company's share capital and 7.99% of its voting rights, have each stated that they do not intend to tender their Unify Group shares into the Offer.

[1] Based on a total of 61,261,452 Unify Group shares, representing 1.2% of the Company's net voting rights as at 30 September 2026.

In connection with this Offer project, on 11 September 2026, the Board of Directors established an *ad hoc* committee comprising independent members[2]. On the recommendation of this *ad hoc* committee, on 25 September 2026, the Board appointed Sorgem Evaluation, represented by Ms Claire Karsenti (address: 11, rue Leroux, 75116 Paris, France; email: ckarsenti@sorgem.com), as independent expert to prepare a report on the financial terms of the Offer and to express an opinion on the fairness of the projected Offer.

The Board of Directors will make its final decision on the proposed Offer and issue its opinion, taking into account the fairness opinion to be issued by Sorgem Evaluation, at a forthcoming meeting to be held in the coming weeks.

It is recalled that, in accordance with its financial calendar, the Company also announced its half-year results today in a separate press release, available on the Company's website: https://unifygroup.com/en

Disclaimer

This press release does not constitute an offer to acquire shares, nor a solicitation of any such offer, in any country, including France. Under French law, the Offer may only be made in accordance with the offer documentation, which must contain the full terms and conditions of the Offer. The offer documentation must be submitted to the French Financial Markets Authority (Autorité des marchés financiers – AMF) for review, and the Offer may only be opened following receipt of the AMF's compliance decision. Any decision relating to the Offer must be based solely on the information contained in the offer documentation.

This press release has been prepared for information purposes only. The distribution of this press release, the Offer and its acceptance may be subject to specific regulations or restrictions in certain countries. The Offer will not be made, directly or indirectly, to persons subject to such restrictions, nor will it be possible to accept the Offer from any country in which the Offer is subject to such restrictions. Accordingly, persons in possession of this press release are required to inform themselves and ensure that they are aware of any applicable local restrictions that may apply and to comply with them. The Company disclaims any liability regarding any potential violation of these restrictions by any person.



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[2] The ad hoc committee comprises Ms Patrycja Mothon, Ms Laëtitia Vuitton and Mr Jérôme Masurel. It is chaired by Ms Patrycja Mothon.

About UNIFY Group – unifygroup.com | « Connecting content, technologies, knowledge, and experiences»

UNIFY Group is an international diversified group focused on information, lifelong learning and creating connections between businesses, brands and audiences. A pioneer in the technological transformation of the media industry since 2012, the Group is structured around four complementary business activities in the age of artificial intelligence: Reworld Media (Media), Ed'Learn (Education), Event Flow (Events), and Nyorda Group (Technology & Digital Marketing). In 2026, UNIFY Group operates in 12 countries (with 37% of revenue generated internationally) and employs 1,858 people.

The Group is listed on Euronext Growth Paris : FR0010820274 – ALUNI.

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