

MBC GROUP ANNOUNCES THE COMPLETION OF PIF'S ACQUISITION OF 54% OF THE SHARE CAPITAL OF THE GROUP

Riyadh, KSA, September 18th 2025 – MBC GROUP ("MBC" or the "Company" or the "Group" | listed under Tadawul number: 4072), a leading media and entertainment conglomerate in the Middle East and North Africa ("MENA") region, announces that the Public Investment Fund ("PIF") has become a substantial shareholder in the Company, owning a stake representing 54% of the entire share capital of the Group.

PIF acquired Istedamah Holding Company's 54% stake in the Group for an aggregate price of SAR 7,469 million, at a price of SAR 41.60 per share. The deal was carried out through a private transaction between PIF and Istedamah Holding Company.

The Group remains dedicated to producing and investing in high-quality, premium Arabic content that is regionally relevant and resonates with the Arabic diaspora globally. With content at its core, MBC is committed to enhancing production capabilities, with an increasing focus on local production in the Kingdom of Saudi Arabia.

The Group is focused on growing its presence and reach through its primary verticals: Broadcasting & Other Commercial Activities, SHAHID, MBC's video streaming platform, and Media & Entertainment Initiatives.

The Group's TV operations continue to provide a solid foundation for growth, while SHAHID, the leading Arabic streaming platform in MENA, will drive expansion by prioritising investments to enhance user experience and engagement. Additionally, MBC is actively exploring new opportunities in emerging verticals such as music, gaming, and events.

Looking ahead, the Group remains focused on its mission to innovate, adapt and lead in the media and entertainment industry, delivering sustained growth and value to its audiences and shareholders.

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MBC GROUP

Founded over 30 years ago, MBC GROUP is the leading media and entertainment conglomerate in the Middle East and North Africa region. The Group has firmly established itself as a household name, boasting an extensive presence that draws in 150 million viewers every week. With global accessibility spanning from Australia to the United States through platforms like SHAHID, the leading Arabic streaming platform in MENA, MBC offers high-quality content that resonates with audiences worldwide.

Alongside SHAHID, MBC broadcasts 13 free-to-air (FTA) TV channels and 3 radio channels. MBC also continues to grow its presence in the region across multiple entertainment verticals including gaming, events, and music. MBC's platforms bring families across all generations together with its extensive and engaging content library catering to Arab audiences worldwide.

For further information:

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About PIF

PIF is the investment engine driving economic transformation for Saudi Arabia and the world. With an ambitious program to deliver Vision 2030, PIF invests in projects, companies and partners to diversify the Saudi economy, stimulate growth in every major sector, and create new opportunities for investment and employment.

And as a global investor and catalyst of change, PIF actively partners with the most pioneering organizations across the world to accelerate their growth, and transfer the technology and knowledge needed to build industry ecosystems of the future.

Since 2017, PIF has established 103 companies and is driving the transition to a more sustainable economy through strategic investments and partnerships across the Saudi public and private sector. PIF is laying the foundations for local and international partners to invest in the economic and societal transformation of Saudi Arabia.

For more information, visit the website at www.pif.gov.sa

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