

# ACQUISITION OF BUM BY JUNGLE

Madrid, on April 29<sup>th</sup>, 2024

JUNGLE21, S.A. (hereinafter, "Jungle", or the "Company"), pursuant to the provisions of article 17 of Regulation (EU) No. 596/2014 of the European Parliament and of the Council of 16 April 2014 on market abuse (Market Abuse Regulation), and article 61004/2 of Euronext Rule Book I, on ongoing obligations of companies listed on Euronext, Jungle hereby notifies the following:

## **JUNGLE ACQUIRES THE CREATIVE AGENCY BUM**

On April 23<sup>rd</sup>, 2024, Jungle21, S.A. completed the acquisition of BUM Agency (hereinafter BUM), a creative agency located in Barcelona specializing in creative services such as strategic planning and advertising, BUM shall be a company owned by Jungle.

Founded by Josep Maria Urgell and David Morales, BUM is a creative agency of 20 employees that offers creative services for different purposes. BUM has been in the Catalan market for over 30 years, with renowned clients from the public and sports sector. With this operation, Jungle adds more talent and capabilities into the ecosystem in Barcelona. Landed in October 2023 and located in the 22@ district, the office is staffed by 50 people from the creative agency PS21 Barna and the industrial design company Lúcid. It is also the Barcelona hub for the product design consultancy Redbility, the social media creative agency MeMe, and the Creative PR agency True. This acquisition will facilitate synergies, cross-selling and project collaboration between companies, one of the main strategic focuses of the ecosystem.

The acquisition is part of Jungle's growth project, with which the Company aims to double its size every three years. The Company will continue to pursue acquisitions and integrations to expand the core business of applying creativity and design throughout the entire value chain.

It is hereby stated that the information provided herein has been prepared under the sole responsibility of the Company and its directors.

We remain at your disposal for any clarifications you may require.

Yours faithfully,

Mr. Agustín Vivancos  
CEO  
JUNGLE, S.A