

Q1 2026 ACHIEVEMENTS

Q1 2026 marks a period of solid execution and forward momentum, with key milestones achieved across Gana's media and gaming platforms and continued scale of the business.

- ✓ Gana Media Group took ownership on the 8th January 2026 of both Deportes and Gana. Meeting & assessing teams has been next focus
- ✓ Hired new leader for Deportes - Gerardo Velázquez de León
- ✓ Hired new leader for Gana - Lorenzo Caci
- ✓ Significant upgrade to Gana platform to bring better functionality for Mexico and North America and to allow Gana to scale into Q2
- ✓ Marketing agency hired
- ✓ Affiliation model introduced, has commenced and will be scaled up into Q2
- ✓ Deportes revenue being driven by hiring new Commercial Manager
- ✓ Deportes begins advertising Gana through content and other channels
- ✓ Significant increase in Deportes working closely with the Gana team
- ✓ Increased cross advertising and support for Gana
- ✓ World Cup ticketing secured and deal announced providing Deportes and Gana with VIP World Cup ticketing. Commenced with tickets provided for recent Mexico v Portugal game to open the renovated Azteca Stadium
- ✓ NYCE strategic partnership on Nirmata plus other channels. Gana working closely with NYCE on a strategic partnership basis. Gana working with the NYCE Nirmata Play team to secure new games for the platform and to lower cost. Gana working with the NYCE affiliation team on the affiliation rollout
- ✓ Mobilegaming.com relaunch plan begins with NYCE team to take the lead, more news to follow
- ✓ Deportes announces strategic partnership with Liga Premier FMF. Including live broadcasting and producing exclusive content