Media Release | Ad Hoc Announcement Pursuant to Art. 53 LR
Zurich, 15 September 2026

SMG acquires 1.0% of its own shares in Mobiliar secondary placement

- **SMG has acquired 981,452 of its own shares, representing 1.0% of its issued share capital, at CHF 28.50 per share.**
- **The transaction is expected to increase SMG's free float by approximately 3 percentage points to 24.1%.**

SMG Swiss Marketplace Group AG ("SMG") has acquired 981,452 of its own shares, representing 1.0% of its issued share capital, at a price of CHF 28.50 per share as part of a secondary placement of SMG shares by Schweizerische Mobiliar Holding AG ("Mobiliar").

Mobiliar sold 7.5% of SMG's issued share capital through an accelerated bookbuilding process completed overnight. Following the transaction, Mobiliar will remain a significant shareholder of SMG with an ownership of approximately 11.8% and will continue to be represented on SMG's Board of Directors.

Upon settlement of the transaction, SMG's free float is expected to increase by approximately 3 percentage points to 24.1%, further broadening the institutional shareholder base across domestic and international investors.

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About SMG Swiss Marketplace Group

SMG Swiss Marketplace Group is a network of online marketplaces that brings people and businesses together, reduces complexity, and helps them make informed decisions. The portfolio includes Real Estate (ImmoScout24, Homegate, Flatfox, CASASOFT, IAZI), Automotive (AutoScout24, MotoScout24), General Marketplaces (Ricardo, tutti.ch, anibis.ch) and Finance & Insurance (FinanceScout24, moneyland.ch).