



First Dividend Successfully Distributed by Fable Media Group

Fable Media Group AB (the “Company”) announces that the dividend of SEK 0.10 per share, resolved at the Extraordinary General Meeting on September 19, 2025, has now been successfully distributed to shareholders through Euroclear Sweden AB.

The completion of this first dividend distribution represents a historic milestone for the Company. It demonstrates the strength of the Company's asset-light, cash-generative business model and reflects consistent operational performance. It also highlights the successful cooperation with bondholders earlier this year, when amendments to the bond terms were approved to enable dividend distributions in parallel with continued repayments under the bond loan.

The Company thereby becomes the only company among its listed lead-generation peers currently paying dividends, underlining its commitment to creating long-term shareholder value. The Company intends to distribute dividends on a quarterly basis, with an ambition to gradually increase the payout percentage over time.

September 26, 2025
Fable Media Group AB

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Fable Media Group AB invests in lead generation businesses. The company is listed on Spotlight Stock Market in Stockholm.