



Commencement of Shares Buy-back Program

IDEAL HOLDINGS S.A. (hereafter the “Company”), in compliance with the European Regulation No. 596/2014/EU and the Athens Exchange Rulebook, hereby announces that the Board of Directors on 28.06.2023 approved the commencement of Company’s Shares Buy -back Program, as approved by the Annual General Meeting of the Shareholders dated 30.05.2023.

The approved Shares Buy-back program includes the purchase of Company’s shares through the Athens Exchange (ATHEX) until 29.05.2025 at a maximum number of 3,421,492 shares (i.e. 10% of the paid-up share capital minus the already owned 592,000 shares), with a purchase price range between €2.00 (minimum) per share and € 7.00 (maximum) per share.

The purpose of the program is to reduce the Company's share capital by canceling the shares to be purchased during its duration and/or distributing the shares to be purchased to the Company's staff and/or to the staff of companies affiliated with it in the sense of Article 32 of Law 4308/2014, in accordance with the provisions of Article 49 of Law 4548/2018.

The Shares Buy-back program will be executed to the extent deemed beneficial for the Company and depending on market conditions.

Athens, 28/06/2023