



H1 2026

Updates from United Group's operations

Across Southeast Europe, United Group's operating companies carried their growth strategies through the first half of 2026, investing in their networks, their products and the communities around them. They widened fibre and 5G coverage, brought new content and services to market, sharpened the experience for

their customers, backed local talent through training and internships, and pressed ahead with their environmental and social commitments across the region. This update gathers those developments for the six months to 30 June 2026.



Stan Miller, United Group's CEO, said:

"This update shows our portfolio companies being run by local teams who are deeply engaged in the markets they serve: building their networks, looking after customers and backing the communities around them. That is fundamental to how the Group builds lasting value in each of our markets."

Vivacom Bulgaria

VIVACOM

Signalling Vivacom's position as a leader in digital connectivity, innovation and talent development, CEO Asen Velikov joined European business leaders in launching the Sofia Initiative, calling for greater investment in digital infrastructure, AI and next-generation connectivity across Europe.



The company also continued to invest in developing future talent, successfully delivering the Bulgarian pilot of United Group's Job Lab programme, which engaged 120 students across Sofia, Varna, Veliko Tarnovo and Blagoevgrad, helping young people develop digital, AI and workplace skills.



Alongside this, Vivacom GAME ON launched its most ambitious season to date, including the release of its first mobile game, with the first two episodes of the YouTube series already generating more than 87,000 views.



Throughout the first half of the year, education and innovation remained key priorities. The company completed the 16th edition of its Technical Academy, introducing new courses in artificial intelligence and cybersecurity, culminating in a Private 5G Hackathon, which focused on devising real world digital solutions. Vivacom also welcomed 55 participants to its latest Summer Internship Programme, continuing one of Bulgaria's longest running talent development initiatives.



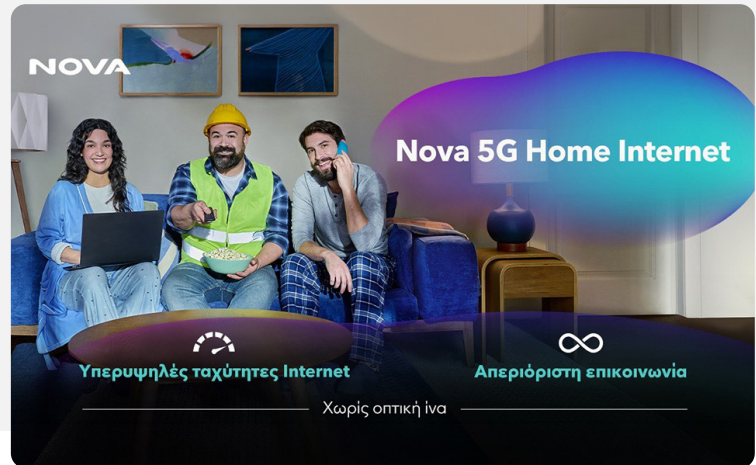
The company also continued its long-standing CSR initiative, extending its partnership with the Association of Olympic Teams in Natural Sciences through to 2028, with an additional donation of €30,000.



Nova Greece

NOVA

Nova continued to invest in next-generation connectivity and digital innovation during the first half of the year. The company launched Nova 5G Home Internet and Nova 5G Office Internet, bringing high-speed connectivity to households and businesses through standalone 5G and Fixed Wireless Access technology.



Nova also surpassed 300,000 FTTH subscribers, with fibre now accounting for 30% of its customer base, reinforcing its role in Greece's transition towards a fully digital, ultra-fast connectivity ecosystem. In April, Nova reaffirmed its commitment to sustainable development and digital transformation through its participation in the 11th Delphi Economic Forum, where CEO George Lamprou emphasised the transformative role of telecommunications as a key driver of economic growth.

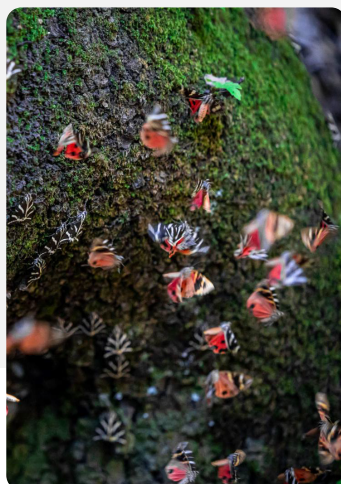


Nova's sustainability credentials were also recognised by EcoVadis, placing the company among the top 13% of telecommunications companies globally and the top 10% for environmental performance.

As part of its ongoing commitment to creating a positive social impact and leveraging technology for the benefit of society, Nova has made substantial donations of modern technological equipment to the Hellenic Police, as well as 20 tablets and two years of complimentary access to EON to patients of Metaxa Hospital.



The landmark Smart Forest Rhodes initiative, an AI-powered environmental monitoring system designed to protect one of Greece's most important protected ecosystems, was delivered in June, leveraging AI and Internet of Things (IoT) technologies to enable early risk detection, strengthen biodiversity protection and support more proactive environmental management.



Telemach Croatia

telemach

Telemach Croatia continued to advance its digital infrastructure, receiving Ookla's Best Mobile Network and Fastest Mobile Network awards while expanding its 10 GIGA fibre network to more than 330,000 households. The company also introduced Croatia's first HONOR shop-in-shop concept, combining telecommunications services with hands-on access to the latest HONOR devices and creating a retail experience unique among telecom operators in Croatia and Europe.



Alongside investments in infrastructure and innovation, Telemach continued to create positive social impact through its flagship sustainability and education programmes. Through the Sretno more ("Happy Sea") initiative, the company has to date organised six coastal clean-up actions, removing 7.5 tonnes of waste from the Adriatic and educating more than 300 children about marine conservation and environmental responsibility. The programme was further expanded through an educational theatre production that reached more than 900 children and received significant recognition, including a Silver Grand PRix from the Croatian Public Relations Association (HUOJ), as well as shortlistings for the PRWeek Global Awards and IPRA Golden World Awards.



Telemach also continued to invest in future talent through Job Lab, a programme developed in partnership with the Croatian Chamber of Economy. Designed to help vocational school students develop essential soft skills and improve their employability, the initiative has already engaged nearly 500 students and will continue throughout the upcoming school year.



Telemach Slovenia

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Telemach Slovenia unveiled GigaSfera, a new strategic brand platform designed to unite connectivity, entertainment and digital services under a single customer-focused proposition. The company also launched EON Net Plus, the first offer of its kind in Slovenia to combine broadband, mobile services and streaming content within a single package, responding to growing demand for integrated digital experiences.



Alongside continued investment in fibre and mobile infrastructure, Telemach is strengthening its position as one of Slovenia's leading broadband and pay-TV providers while supporting the country's digital transformation. The company also completed the fifth generation of the United Group Job Lab programme, which has helped more than 1,100 students develop future-ready skills through exposure to emerging technologies, including artificial intelligence and virtual reality.



Telemach continued to promote healthy lifestyles, digital wellbeing and online safety through its long-standing partnership with the Sports Games of Youth, the region's largest amateur sports initiative for children and young people. Through Telemach Sports Days and interactive workshops delivered across Slovenia, the programme engaged more than 70,000 children through over 200 events in 2026, encouraging active participation in sport and responsible use of technology.

Telemach Bosnia and Herzegovina

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Telemach Bosnia and Herzegovina continued to strengthen its customer offering through investment in high-speed connectivity, premium content and digital entertainment. During the period, the company expanded access to all leading sports content, introduced new promotional offers across its EON and EON SAT platforms, and continued to enhance the customer experience through its Optical Internet proposition, Telemach Klub loyalty programme and a growing library of on-demand content through EON Video Club. Together, these initiatives reinforce Telemach's commitment to delivering innovative services and a customer-centric digital experience.

Najbrži optički internet
U BOSNI I HERCEGOVINI

EON
PAKETI

6 MJESECI PO 1 KM
ZA NOVE KORISNIKE

telemach | Pozovi 1360
Usluvi korištenja akcijskih pogodnosti dati su na telemach.ba

EON SAT

EON APLIKACIJA
Svi korisnici

SVI EON SAT TV PAKETI
10 MJESECI PO 1 KM
ZA NOVE KORISNIKE

Vaša provjerena satelitska TV,
godinama s vama

Alongside these commercial developments, Telemach continued to invest in future talent and local communities. The company's flagship Job Lab programme reached a significant milestone, having engaged more than 3,000 students, 700 teachers and 178 schools across Bosnia and Herzegovina since launch, while expanding through a new alumni network.



telemach | **KSBH**

GENERALNI SPONZOR KOŠARKAŠKOG SAVEZA BOSNE I HERCEGOVINE

Telemach also renewed its long-standing partnership with the Basketball Federation of Bosnia and Herzegovina through a new three-year agreement, reaffirming its support for the national teams and the development of basketball across the country, alongside a broad programme of educational, cultural and community initiatives.

Telemach Montenegro

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Throughout the first half of the year, Telemach Montenegro continued to strengthen its market position through a targeted campaign promoting its Premium Optical Internet services, highlighting superior speed, reliability and connectivity for increasingly digital lifestyles.

Telemach vrhunski optički internet



EON
PAKETI

**-50% PRVIH
6 MJESECI**

ZA NOVE KORISNIKE

telemach

telemach.me | 1800

The company also enhanced its entertainment offering through EON, expanding access to premium regional content and serving to reinforce its position as a leading provider of integrated connectivity and digital entertainment services in Montenegro.

Telemach also reinforced its commitment to local communities through the renewal of its long-standing partnership with the Handball Federation of Montenegro, the country's most successful sports federation, reaffirming its commitment to supporting sporting excellence and community engagement across the country.



Nova Bulgaria

NOVA

Nova Broadcasting Group maintained its leadership position across television, news and digital media. According to the Reuters Institute Digital News Report 2026, NOVA News remained Bulgaria's most preferred source of information, while NOVA retained its position as the country's most trusted private media brand.



The broadcaster also delivered a highly successful spring season, with Your Face Sounds Familiar achieving the strongest audience results in the programme's history and reinforcing NOVA's leadership in entertainment programming. The programme's fourteenth season delivered a 49.8% audience share among viewers aged 18 to 59, the highest in its history in Bulgaria, while the grand finale drew more than four times the commercial audience of the second placed channel and was watched live by over 12,000 people at the country's largest venue.



The company also continued to innovate across digital content and audience engagement. NOVA PLAY introduced its first transactional video-on-demand title, creating new opportunities for local film distribution, while KINO NOVA's recently refreshed visual identity received international recognition at the 2026 GEMA Awards Europe, earning a Silver Award for design.



Nova also continued to support talent and cultural development through initiatives such as the NOVA EMBA Scholarship programme.



Nova Media Greece

NOVA

Nova strengthened its film offering across the Novacinema channels and NovaLife, with exclusive live coverage of the 83rd Golden Globe Awards in January and the 79th BAFTA Awards in February, each supported by red carpet shows and dedicated programming. Four seasonal pop-up channels ran during the period. Nova Stars, built around the awards season, carried 85 award-winning and nominated films representing 159 awards and 430 nominations; the Easter channel broadcast Holy Week liturgies from historic Byzantine churches across northern Greece, including the Monastery of Varlaam at Meteora for the first time; and the summer channel was given over to French comedy. Nova also announced a new long-term agreement with NBCUniversal, securing exclusive access to the studio's films and series.



Nova's original co-productions performed strongly in cinemas. Kapodistrias, a historical epic about Greece's first governor, became the biggest local box office success of the year with more than 800,000 admissions, while The Last Call, which premiered in March, passed 200,000. Nova supported film festivals across the country as communication sponsor, including a sixth consecutive year with the Athens International Film Festival, and acted as accessibility sponsor at KINO Athens, backing wider access to cinema for audiences with disabilities.



Five new channels were added to the platform during the period and the on-demand library grew beyond 7,500 titles, while EON expanded its pre-school offering and introduced Korean drama. Eurosport coverage brought subscribers the Australian Open, the Winter Olympic Games and Roland Garros.



The Novasports platform also reinforced its position as a leading sports broadcaster, through its provision of comprehensive coverage of the EuroLeague Final Four, including exclusive interviews, expert analysis and live coverage as Olympiacos secured its fourth European title. It carried the closing rounds of the Greek Superleague, Premier League, La Liga and Bundesliga, and the first six WTA 1000 events of the season. Novasports produced Never Give Up, a documentary following AMEA Basketaki, an amateur basketball tournament for players on the autism spectrum.



Nova Croatia



Nova TV closed the first half of the year as Croatia's leading commercial broadcaster, with a 21.7% all-day audience share and 31.0% in prime time, ahead of both of its nearest competitors. Together with Doma TV, the Nova TV group reached 30.0% across the day and 36.7% in prime time. Its strongest formats led their slots throughout the period, with the drama series Kumovi and U dobru i zlu each taking a 36% share, Your Face Sounds Familiar the clear leader in its slot at 44%, and Survivor holding first place at 30%.



Nova TV also remained the media brand most trusted by Croatians in the latest Reuters Institute Digital News Report. DNEVNIK.hr, which marks its twentieth year, was among the country's most read news portals, averaging more than 1.2 million unique users and recording over 393 million page views across the six months. On social platforms the broadcaster passed 800 million video views, with Your Face Sounds Familiar accounting for more than 100 million and the podcast Nema labavo by IN magazin for a further 44 million. Zadovoljna.hr staged Beautyfest, one of the largest beauty events in the country, drawing more than 500 participants, while GOL.hr reached over a million users with its Vatroslav project during the World Cup.

Nova TV was certified an Equal Pay Champion for the third consecutive year and named Employer of First Choice in the media category. It continued its long-standing partnership with UNICEF, acted as media partner to the Greencajt and Future Tense conferences, and again carried the Wings for Life World Run, which raises funds for spinal cord injury research. Nova TV also maintained its support for inclusion initiatives such as Run for Down.

