# UPDATES FROM UNITED GROUP'S OPERATIONS:

# Q3 2026

Across Southeast Europe, United Group's operating companies advanced their growth strategies during the third quarter, investing in their customers, their people and the communities they serve. The quarter saw the rollout of United Cloud's third-generation entertainment platform across the Group's telecom markets, bringing new features and greater personalisation to customers.

Alongside it, the operating companies brought new services and content to market, grew their media audiences, earned recognition as employers of choice, and continued to invest in education, culture, sport and the environment across the region.

**This update brings together the latest developments across the Group for July, August and September 2026.**



**Stan Miller**, United Group CEO, said:

*"Our businesses continue to perform strongly as demonstrated by the Group's recent excellent Q3 results. This quarter shows the strength of combining shared technology with local teams who know their markets and communities. From a new generation of entertainment for our customers to investment in young people and culture, that is how we build lasting value across the region."*

VIVACOM

1,5 млн.
устройства

Vivacom strengthened its entertainment offering through the launch of the next generation of EON, introducing a redesigned platform that combines television and streaming within a more personalised and intuitive user experience. The upgraded service features AI-powered recommendations, enhanced content discovery and individual user profiles, and is available to all EON customers. The platform is currently used on more than 1.5 million devices in Bulgaria and provides access to a library of more than 30,000 titles.





# Vivacom Bulgaria

Alongside these developments, Vivacom's focus extended beyond entertainment to talent and local communities. **The company received four Career Show Awards** recognising its achievements in leadership development, talent attraction and employer branding, while 55 participants completed its **Summer Internship Programme**, selected from almost 1,800 applicants.





Through partnerships with more than 130 municipalities, 70 of which already benefit from its smart city solutions, Vivacom continued to support digital services for public safety, transport and urban infrastructure across Bulgaria.

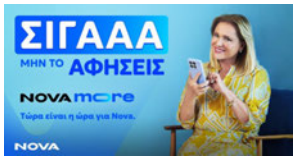



NOVA

Four Awards at the Compliance Awards 2026
Two Gold and two Silver awards recognising our strong ethics and integrity culture, Net Zero transformation, and holistic third-party management.

# Nova Greece

Nova invested in customer experience and digital services during the quarter, reinforcing its position as a leading provider of connectivity and digital entertainment in Greece. Its Nova more proposition delivered an average customer waiting time of just nine seconds and a 99.76% call answer rate, while the new Trade In & Save service allows subscribers to trade in an old device for an instant discount on a new smartphone, supporting the circular economy.












As Nova's FTTH network approaches completion at the end of 2026, the company's focus is increasingly shifting towards maximising infrastructure utilisation and developing new products that integrate fixed and mobile services.






Beyond its commercial activities, major technology projects and public-sector partnerships placed Nova at the centre of digitalisation efforts in Greece. The company received three BITE Awards, including two Gold Awards for its work on Greece's largest smart-meter IoT deployment, and served as Official Telecommunications Provider of the 90th Thessaloniki International Fair, delivering digital solutions for the Ministry of Digital Governance and Artificial Intelligence pavilion.




# telemach

During Q3 2026, Telemach Croatia became the first large company in Croatia to achieve the highest MAMFORCE LEAD standard following a 15-percentage-point improvement in its overall assessment, further strengthening its reputation as an employer of choice.

# Telemach Croatia



The company also received a Bronze Stevie® Award for HR Achievement in Employer Branding, while Chief Human Resources Officer Andreja Gracin was named HR Manager of the Year 2026, recognising her contribution to organisational development and corporate culture.

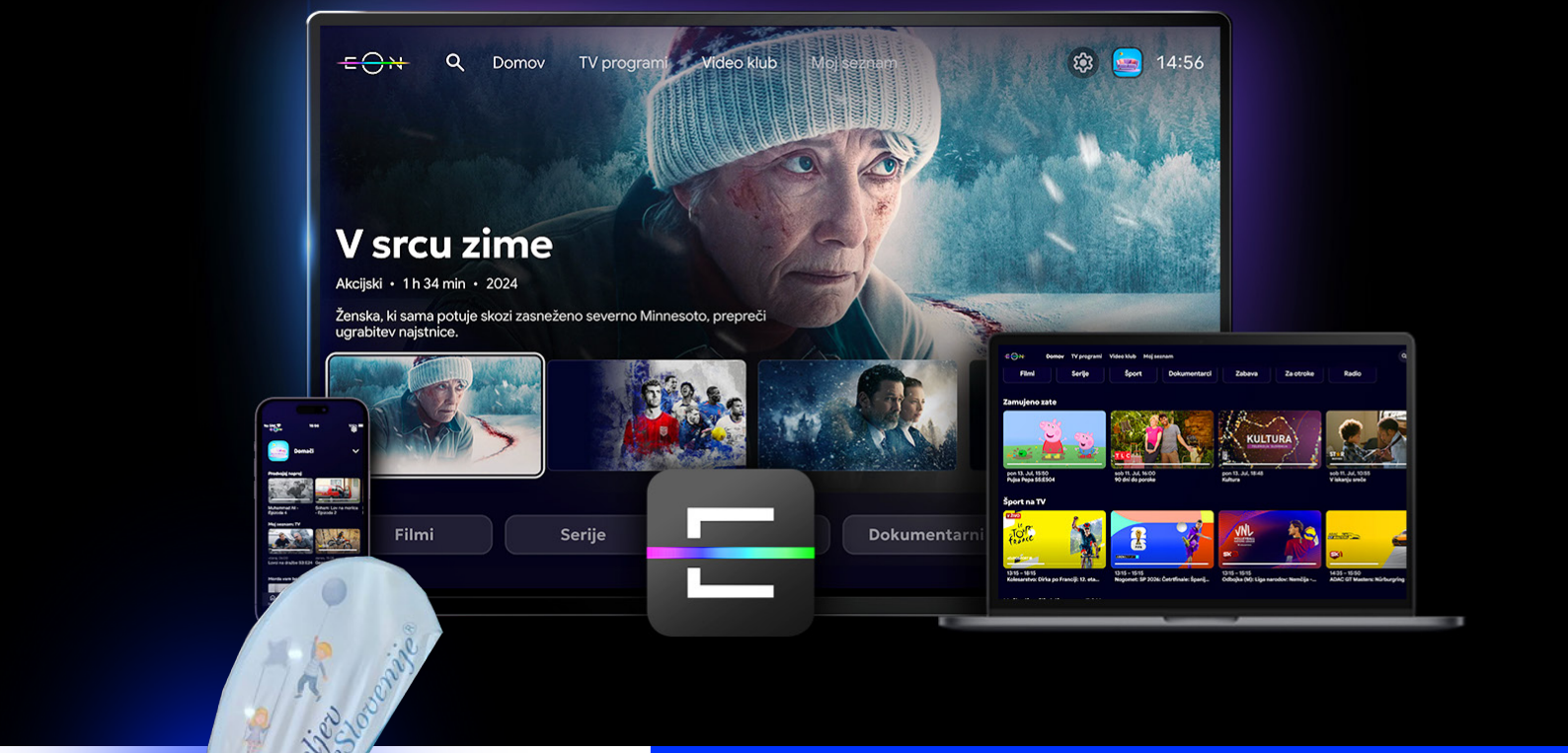









Sustainability and community engagement remained important priorities. Telemach received the Bronze Croatian Sustainability Index (HRIO) certificate in recognition of its work in environmental protection, energy efficiency and community engagement, supporting its ambition to achieve net-zero emissions by 2040. Its Happy Sea (Sretno more) initiative expanded through a children's drawing competition and an educational picture book designed to promote environmental awareness and marine conservation among younger generations.




# Telemach Slovenia



Telemach Slovenia became the first operator within United Group to introduce the next generation of EON throughout summer, bringing customers a more intuitive and personalized entertainment experience. With an enhanced interface, improved content discovery and advanced features, the new EON further strengthens Telemach's position as a leading pay-tv provider in Slovenia.

To meet the growing demand for faster and more reliable connectivity, Telemach introduced internet speeds of up to 6 Gbps on its fiber network. Supported by next-generation Wi-Fi 7 technology, the upgrade reinforces its commitment to future-ready digital infrastructure.



For many children, the start of a new school year marks the beginning of an exciting new chapter. For children from disadvantaged backgrounds, however, it can also be a time of hardship. That is why we came together at Telemach to support a good cause by organising a school-supplies collection among employees. We collected an impressive 350 kilograms of school supplies and donated them to the Slovenian Association of Friends of Youth. The company also continued promoting digital inclusion through workshops for older adults on mobile technology, online safety and the practical use of artificial intelligence.In September, a new season of Telemach's Job Lab educational programme was launched, building on an initiative that has already engaged more than 1,100 young people.

Alongside its continued support for sports, Telemach also partnered with the Ljubljana Festival, Slovenia's largest summer cultural festival, for the third consecutive year.




# Telemach Bosnia and Herzegovina



Throughout the last three months, Telemach Bosnia and Herzegovina supported youth development, education, sport, culture and community engagement across a broad programme of initiatives. Through its flagship Job Lab programme, the company organised online workshops for students and teachers from across the country, supporting skills development and preparing young people for future employment opportunities.

In September, the Telemach Foundation also began implementing its 2026 Regional Grants Programme, through which 17 civil society organisations will deliver projects in education, digital literacy, STEM education and environmental protection.

Alongside these activities, Telemach continued its long-standing support for sport and culture, including the tenth-anniversary Telemach Basketball Camp on Bjelašnica, the Telemach Sarajevo Cup, which featured 24 teams from five countries, and a series of cultural festivals and family events across the country.






# Telemach Montenegro




To meet seasonal customer needs, Telemach Montenegro promoted its EON Light and EON DUO Light packages through a limited offer allowing customers to suspend services after four months.

The targeted campaign provided greater flexibility for seasonal users while strengthening the company's market position.

The Autumn EON campaign offered mobile devices to new subscribers of its EON Full and EON Premium packages. These initiatives supported customer acquisition while reinforcing Telemach's position as a leading provider of integrated connectivity and entertainment services in Montenegro.




# Nova Bulgaria

Nova Broadcasting Group continued to strengthen its audience performance across television, digital platforms and social media. Despite intense competition, NOVA increased its audience share among viewers aged 18–59 by more than 6% year on year, while the combined share of the Group's channels rose from 37.5% to 37.9%. The eighth season of Desafio Bulgaria premiered with an audience share of nearly 40%, more than twice that of the second-ranked channel, while DIEMA SPORT set a new channel record with its coverage of the Bulgarian Super Cup final.




Audience engagement across digital and social platforms also grew over the quarter, with Hell's Kitchen surpassing 400,000 TikTok followers and Desafio Bulgaria reaching more than 200,000.






Beyond content, Nova expanded its social impact programmes through FUTURITY, a nationwide educational initiative developed with Teach for Bulgaria, while its long-standing partnership with UNICEF raised almost €100,000 for programmes supporting children in Bulgaria and around the world.



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# Nova Croatia

Nova TV maintained its leadership position during the quarter, together with Doma TV, the channels reached a combined audience share of 29.5% in all-day viewing and 37.1% in prime time. UEFA Nations League coverage delivered audience shares above 60%, while Supertalent attracted more than half of viewers in its timeslot. Dnevnik Nove TV also recorded its strongest September audience share in five years.

The company sustained its strong performance across digital platforms, generating more than 400 million social video views during the quarter. The period also marked the launch of Nova Play, the new identity of the Plus streaming platform, while DNEVNIK.hr celebrated its twentieth anniversary. Nova TV also launched the first phase of HEJTi!, an initiative developed with the Faculty of Humanities and Social Sciences to encourage responsible communication and raise awareness of harmful speech.






# Nova Greece

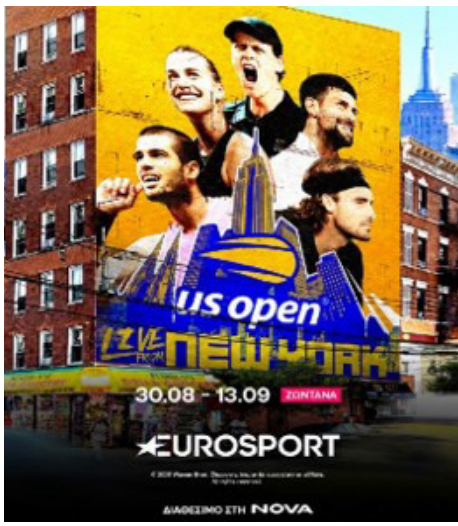
Ahead of the new season, Novasports secured exclusive rights to the home matches of six clubs in the Stoiximan Super League. These rights strengthened Nova's sports and entertainment offering alongside its coverage of the UEFA Nations League, more than 400 EuroLeague and EuroCup games, and major international events such as the US Open through Eurosport.










Partnerships with six film festivals across Greece reinforced Nova's support for the country's film and cultural sector. The business also backed accessibility initiatives, including serving as Accessible Screenings Sponsor of the 7th KinoFest German-Speaking Film Festival, helping broaden access to cultural content.








# United Cloud

Building on its role as United Group's technology and innovation hub, United Cloud completed the regional rollout of its third-generation entertainment platform across the Group's telecom operations.

Developed entirely in-house, the platform introduces new features designed to improve the viewing experience, including Smart TV QR-code pairing and a hardware-free Visitor Mode.

Built on a centralised technology platform that can be adapted to local market requirements, the solution enables operating companies to introduce new services more efficiently while maintaining flexibility and independence. United Cloud also promoted its Entertainment, Digital Media and Connected Home solutions to potential partners beyond the Group. These efforts support future growth through technology licensing and B2B partnerships.

