

**Prof. Moritz Hunzinger, CEO action press AG,
at the Annual General Meeting of action press AG on 24 January 2023**

Dear Chairman of the Supervisory Board Prof. Haas,
Dear Supervisory Board Members,
Dear notary,
Dear shareholders,

Today we are holding the second Annual General Meeting of action press AG as a public company. I would like to welcome you all warmly, also on behalf of my colleague and partner on the Executive Board, Mr. Ulli Michel.

Mr. Michel greets you from Auckland, New Zealand, where he is negotiating the largest sports contract in our more than 50-year history today and tomorrow; he will be back in Hamburg on Monday.

You are guests of action press, probably the most digital, certainly the least analog media company with a global presence in Germany.

Today, the Annual General Meeting is approving the 2021 fiscal year.

The 2021 fiscal year of action press was marked by the commercial register entries that make up the whole thing in the first place, the strategically brilliant acquisition of the ddp media group, the substantial growth of the image archive and the first listing on the Regulated Unofficial Market of the Düsseldorf Stock Exchange.

The 2022 financial year was characterized by the merging of our Hamburg site, restructuring in the workforces, by leveraging synergies (for example, the merging of accounting), the expansion of sales and the optimizations in IT, the use of AI, the implementation of the first ever NFTs in Europe by a picture agency, and many consultations on how to achieve our major goal in 2023, the multiplication of our sales and the delivery of a fantastic return on investment.

I remind you of our three-step plan from April 2020:

Plan 1: Purchase of the public company, the asset deal with action press international gmbh, purchase of ddp in September 2021, and the first cash capital increase. **Plan 2:** In addition to the further development of action press international gmbh and the ddp group, we dedicate ourselves to

blockchain and data licensing with NFTs. **Plan 3:** In 2023, we will complete our next acquisition and become a systemically important player in the global picture agency market.

The fiscal year 2021 in chronology:

The cash capital increase to € 2.05 million and the non-cash capital increase of € 20 million were entered in the commercial register in March 2021.

In the post-formation audit of action press AG dated February 26, 2021, Rödl & Partner GmbH Wirtschaftsprüfungsgesellschaft comes to the conclusion that the value of the 100 % shares in action press AG reaches the nominal value of the shares to be granted for this purpose in the amount of € 20 million. This is also because it holds exploitation rights as of the reporting date in February 2021 of approximately 40 million photos, which, however, already have a liquidation value above the value reported in the balance sheet. (Less than three years later, our archive of digital assets has quadrupled in size.)

In April 2021, we started the implementation of our tokenization projects together with Advanced Blockchain AG, which we agreed with one of the most important contemporary German artists of global importance and recognition. The first five "liquid posters" by Prof. Tobias Rehberger - scooped from our image archive - were presented by action press AG in September 2022 at the TechQuartier in Frankfurt.

In September 2021, action press AG took over the ddp media group. As of the reporting date, action press AG had 146.8 million digital assets in its inventory, keyworded 35,000 to 50,000 new images daily, has 5,000 photographers and video producers in 120 countries and 130 partner agencies. The image inventory of action press AG thus doubled. After the acquisition, Ulli Michel and Prof. Moritz Hunzinger joined the ddp management team.

On June 1, 2022, Vicente Poveda took over operational responsibility for the ddp media group. The 43-year-old journalist and former Head of International Sales at Deutsche Presse-Agentur (dpa) is strongly expanding visual content marketing, services and internationalization at ddp.

In October 2021, action press reported that Russia's central state news agency, Tass, is now streaming videos for national and international media customers through action press.

The economic situation of the Group in the reporting year could be described as good, in particular due to the reported equity ratio of 84.51%.

The Group's cash and cash equivalents were reported at €960 thousand and were always sufficient.

If the subsidiaries/sub-subsidiaries had been consolidated for the full financial year and not just for three months, sales revenues totaling € 6.2 million would have resulted in 2021.

At the beginning of February 2023, we will start three working groups (Organization & Processes, Products & Markets, Technology) under the moderation of Michael Ludewig in order to strengthen the cooperation between the companies (especially in editorial, sales and IT). Just about all the employees of the two editorial teams have signed up. One likely outcome from the deliberations is that the appointment of a higher-level editor-in-chief is necessary. It would probably then be the perfect occasion to announce a personnel development that would cause a sensation in the industry.

Our coach Michael Ludewig was head of foreign operations and deputy editor-in-chief at dpa, led the development of the central dpa newsroom in Berlin and, as managing editor of the Blick Group, was responsible for the cross-media organization of the newsroom where Switzerland's biggest tabloid and its digital products are designed.

A new source of revenue is opening up at the subsidiaries: The Federal Association of Professional Image Providers is negotiating flat rates for social media platforms, as they are liable for the content shared by their users and have to license it. Our ddp boss Vicente Poveda is a member of the negotiating delegation. It is about digital platforms that would have to pay the so-called extended "social media license". Negotiations are currently underway with Facebook as well as Xing. With Xing, a deal is in sight, so we expect the first revenues as early as this year. In the case of Facebook, a lawsuit is currently being discussed in order to accelerate the negotiations. In France, this approach has worked well with Google as well as Facebook. Ultimately, this will result in a tidy increase in EBITDA.

On September 22, 2022, action press AG announced that it is in negotiations to acquire a majority stake in a competitor in the current fiscal year. We are not disclosing the name of the target company. We have formed a capital market team for the possible takeover under the leadership of Dipl.-Kfm. Veljko Kustrov. Everything is currently at an ongoing stage, with various issues to be resolved, including the details of the financing. Fully consolidated, action press would then have consolidated sales of over €20 million with an EBITDA of around 10%. You will recall our additive flexibility: the Annual General Meeting of action press AG on January 19, 2022 created 22.05 million shares as acquisition currency.

In 2022, action press AG's digital assets increased to 160 million shares.

From the bottom of my heart, Mr. Michel, I would like to thank our employees in Hamburg and the colleagues working remotely from Frankfurt, Berlin, Munich, Delhi and Kiev for exemplary commitment 365 out of 365 days.

Mr. Michel and I have made action press our life's work. The Executive Board looks forward to glorious years with all shareholders.