

ALTRA: TRACTIAL SHARES WILL NOW BE LISTED UNDER THE TICKER ALTRA ON EURONEXT GROWTH

TRACTIAL (formerly BD MULTIMEDIA), listed on Euronext Growth Paris (ISIN: FR0000035305), announces the change of its stock ticker.

As of August 15, 2025¹, the company's shares will trade under the new ticker ALTRA, in alignment with its new corporate name: TRACTIAL.

Previous corporate name: BD MULTIMEDIA	New corporate name: TRACTIAL
Previous ticker: ALBDM	New ticker: ALTRA
ISIN : FR0000035305	ISIN unchanged

This change has no impact on shareholders' rights or the company's financial commitments.

More than a formal update, this transition reflects the strategic transformation the Group has undertaken in recent years, built on two core pillars:

- The scaling of its fintech services through the Payment.net platform (FaaS – Fintech-as-a-Service)
- The gradual accumulation of Bitcoin as a treasury asset, rooted in a vision of technological and financial sovereignty

"TRACTIAL is more than a new name, it embodies a vision and the continuity of everything we've built so far," says Daniel DORRA, Chairman of the board

¹ Estimated date, subject to Euronext system update

ABOUT TRACTIAL :

TRACTIAL (formerly BD Multimedia) is a French company listed on Euronext Growth Paris (ISIN: FR0000035305 – Ticker: ALTRA).

A regulated EU Payment Institution and one of the first financial entity in France to obtain PSAN (Digital Asset Service Provider) registration, TRACTIAL combines deep fintech infrastructure expertise with a long-term vision in digital assets.

In 2025, it became the first regulated financial institution in Europe to fully embrace the BTC Treasury Company model — allocating part of its treasury to Bitcoin in a structured, transparent, and strategic way.

Beyond its proprietary platform Payment.net and Fintech-as-a-Service (FaaS) offer, TRACTIAL sees its treasury as a core engine for growth and value creation over time.

GROUP COMPANIES :

- The parent company obtained Payment Establishment approval from the French regulator (ACPR) in 2015. Since 2023, the company has also been authorized to manage crypto-assets on behalf of third parties (wallet management, crypto exchange, etc.) thanks to its PSAN (digital asset service provider) status obtained from the AMF.
- The BD MULTIMEDIA HK LTD subsidiary publishes software solutions dedicated to payment services.
- Our subsidiary METACOLLECTOR is a platform for integrating old public domain art into the world of NFTs. These NFTs can then be viewed in the metaverse and exchanged between collectors.
- The UNIQUEIRE subsidiary is responsible for the Group's Curated Fine Art NFTs platform project.
- Subsidiary OLYMPUS GAME is developing a "Play to Earn" game with a blockchain-based economy centered on the \$OLYMP token and in-game NFTs.
- The PAYCOM subsidiary publishes ToneoFirst prepaid Mastercard cards, which are distributed to tobaccoists throughout France.
- The CAPLA subsidiary is in charge of the fractional real estate project.

TRACTIAL is listed on Euronext Growth (ISIN code: FR0000035305 / ALTRA).