



Perion Network Ltd. Announces Board Authorization of Expansion of Share Repurchase by \$75 Million

Program

On November 11, 2025, the board of directors (the "Board") of Perion Networks Ltd. (the "Company") approved in principle an expansion of the Company's share repurchase program by an additional \$75 million, bringing the total repurchase program authorization to \$200 million, subject to regulatory approval. The Company's repurchases (buyback) of its ordinary shares constitute a "distribution" (the "Distribution") under the Israeli Companies Law, 1999 (the "Companies Law").

The Distribution, when implemented, will not be made from the Company's profits, and does not satisfy the "Profit Test," as defined in Section 302 of the Companies Law in its entirety. According to Section 7C of the Companies Regulations (Reliefs for Corporations Whose Securities Are Listed on Foreign Stock Exchanges) 2000, the Company's creditors may apply to the Company and object to the Distribution, within 30 days from the date hereof, in which case, the Distribution will be subject to court approval. In the event no such objection is filed, the Distribution will become effective upon the expiration of the 30-day waiting period.

As of September 30, 2025, the company had total shareholders' equity of \$686 million.

The Expanded Program is for an indefinite term. Share repurchases under the program will be made from time to time in open market purchases, private transactions, or other transactions as permitted by securities laws and other legal requirements. The timing and amounts of any purchases will be based on market conditions and other factors including but not limited to price, regulatory requirements, and capital availability. The Expanded Program does not require the purchase of any minimum dollar amount or number of shares, and the program may be modified, suspended, or discontinued at any time without further notice. This notice is neither an offer to purchase nor a solicitation of an offer to buy any securities.

The Board's approval, together with all accompanying exhibits, is available for review and copying (at the expense of the requesting party) at the Company's registered office. For information regarding the distribution, including the deadline for submitting objections, please contact Adv. Yael Shofar, SVP Legal and General Counsel, at 2 Leonardo Da Vinci



St., 24th Floor, Tel Aviv, Israel 6473309, Sunday through Thursday between 10:00 and 17:00, after coordinating by email at legal@perion.com or by phone at 0733981000.

December 18, 2025