

YOUNGTIMERS

Listed at the Swiss Stock Exchange, YTME: SIX
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Ad hoc announcement pursuant to art. 53 LR

Youngtimers AG Acquires Petrolicious

October 4, 2021, New York - Basel, Youngtimers AG, a Swiss-listed company (YTME: SIX) that owns and operates several businesses in the collectible cars space including Italian restomod company Garage Italia Customs S.r.l., has acquired Petrolicious, one of the leading content platforms focused on servicing car enthusiasts around the world.

Petrolicious will be integrated into Youngtimers Media LLC, a fully owned New York-based subsidiary of Youngtimers AG, and will form the key part of the Youngtimers Media business segment.

Acquisition of Petrolicious assets gives Youngtimers Media the market leadership position in delivering high quality, multimedia content to the world's classic car lovers -- with a combined audience of over three million unique users across all digital platforms and brands including YouTube and Instagram, Youngtimers Media will become by far the largest specialist collectible cars media company in terms of the audience size.

As a result of the transaction and upon completion of various conditions subsequent to the deal, the current owner of the Petrolicious assets, Pat Devereux, will become a shareholder in Youngtimers AG, initially below the notification threshold. He will remain closely associated with Petrolicious in the capacity of its editorial direction and non-exclusive agency partner for global content marketing and sponsorship sales.

Youngtimers intends to make a substantial and immediate investment in content, user experience and functionality of Petrolicious properties turning them into a centerpiece of Youngtimers Media's product offering to its global audience and advertisers.

"In Youngtimers, Petrolicious has found a great new home and I am delighted to be the part of Youngtimers' equity story going forward and to assist with the integration process and expansion of the Petrolicious brand," commented Mr. Devereux.

"This is a transformative acquisition for Youngtimers Media - we are excited to build on the market-leading position of Petrolicious to create the essential go-to destination for car enthusiasts and one-of-a-kind engagement platform for our advertisers and strategic partners in the classic and restomod business," commented Adam Lindemann, Chairman of Youngtimers AG.

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