



FOXXUM signs Smart TV strategic cooperation with UMC for SHARP brand

The European SHARP license holder UMC Slovakia and FOXXUM, leading in Smart TV solutions worldwide, announced today, that UMC and Foxxum have signed a 5 years exclusive contract with subsequent renewal clauses. FOXXUM will integrate its high performance, feature and content rich Smart TV Solution into all newly developed connected SHARP TV series sold in Europe.

Users will gain access to a wide set of Smart TV functions as well as an amazing international content portfolio and the strongest local content portfolio in Europe, Latin America, Africa, Middle East and Asia. At the same time, FOXXUM content partners are able to expand their reach to millions of SHARP end user devices without an extra integration procedure.

“We are very happy about signing FOXXUM as our new Smart TV solution provider. They have shown a very strong expertise to grow a successful Smart TV business together”, states Aslan Khabliev, CEO at UMC.

„It is an honor for us to work with an innovative brand like SHARP and we are happy to uphold our momentum within the professionalization process of Smart TV solutions worldwide. UMC’s long-term commitment to FOXXUM for the SHARP brand in European market again confirms the leading position FOXXUM hold in the market,“ says Ronny Lutzi, CEO at FOXXUM.



About UMC

Universal Media Corporation /Slovakia/, s.r.o. is a leading European consumer electronics manufacturer providing complete services for mainly TV products including own design, 2 manufacturing sites in EU and aftersales service, employing over 1000 people in Europe and China. Except own brands (UMC, Emotion, Swisstec and Eternity) UMC is behind private label TV design and manufacturing of some major EU retailers such as Tesco, Argos and Dansk Supermarkd. Since 2010 UMC has started a very successful story with Blaupunkt brand topping it up with recent license agreement with Sharp Corporation of Japan related to transfer of SHARP's audio and video business (AV) in Europe.

As part of the brand licensing, Sharp will support the design & development of LCD televisions produced and sold by UMC under Sharp brand.

This strategic alliance will enable UMC to further increase its sales and market share in Europe by expanding into an 'A' brand market segment, adding SHARP to an existing brand portfolio.

About FOXXUM - Smart TV excellence

FOXXUM is a global leader in the development, operation and commercial marketing for innovative Smart TV solutions. As an established pioneer in the sector, FOXXUM works closely with leading companies at all stages of the global consumer electronics value chain to develop Smart TV solutions – from silicon vendors to device manufacturers and network operators. Worldwide partnerships with premium broadcasters, the most important video producers and distributors allow FOXXUM to provide a best in class content portfolio containing the most important global content brands as well as country specific local content providers. FOXXUM's development and platform expertise offer viewers the best Smart TV user experience possible, with innovative Smart TV technology, a global entertaining content portfolio and an outstanding design. FOXXUM provides its clients with highly tailored, personal collaboration, which includes the possibility of jointly tapping into profitable revenue streams in a technology sector with enormous growth potential. Further information can be found at www.foxxum.com



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