



## **FOXXUM EXTENDS ITS PARTNERSHIP WITH EL ARABY**

El Araby Group and Foxxum have decided to build on their long-term cooperation and include Tornado, El Araby's own TV Brand, as part of the strategic partnership announced this past June between the two companies.

Foxxum will design and maintain the Smart TV App Store of Tornado TVs that will be distributed throughout Egypt and neighboring Arabic countries. This pre-integrated Solution will be running until at least 2022 with ongoing renewal options. The Foxxum Smart TV Solution will enhance Tornado TVs with a rich set of features, a state-of-the-art user experience as well as a high quality local and global content portfolio.

"Thanks to the strong foundation we have built together, it has been possible to include our own brand Tornado under the supervision of Foxxum. This seemed to us to be the most logical next step to fully get the most out of our strategic partnership. Having Tornado supported by the Foxxum TV Store will further elevate our capabilities to supply quality products that strengthen our position in the local Smart TV business", said Mr. Mohy Elaraby, Chief Marketing Officer of El Araby Group.

Mr. Ronny Lutzi, Chief Executive Officer at Foxxum, says: "Having El Araby's own TV brand running our Smart TV Solution is a big honor for us. We are ready to support and accompany El Araby, one of the largest North African and Middle East manufacturer of TVs and white good products, on their way to increase their market presence and customer trust. Our partnership marks a milestone in our efforts to expand into the MENA region".

### **ABOUT EL ARABY GROUP**

El Araby was established in 1964, and the group company presents about 4000 different SKU's in 23 product categories. Engaged in both manufacturing and marketing of high quality products El Araby is dedicated to preserve as well as grow their market leading position not only in Egypt but in all markets they operate in. The company exports to many countries in Africa, Middle East and the CIS region.

Besides consumer electronics products El Araby also produces a wide array of electrical and domestic appliances. The number of employees in El-Araby Group amounts to 24,000.

Visit El Araby group's website at [www.elarabygroup.com](http://www.elarabygroup.com).



## **ABOUT FOXXUM**

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 content providers. Foxxum's development and platform expertise offers 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](http://www.foxxum.com).

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