



FOXXUM STRENGTHENS ITS FOOTPRINT IN THE MENA AND GULF REGION TOGETHER WITH TOSHIBA EL ARABY

The Toshiba El-Araby group has chosen Foxxum as their Smart TV Solutions provider to launch a new series of LED TVs in the Middle East, Africa and CIS countries.

The manufacturing Joint Venture (JV), Toshiba El-Araby Visual Products, a company that was created in 2011 as a partnership between Toshiba Corporation and El-Araby, has already established itself as the pioneer in high-technology products in the region, with a localized manufacture and supply base of TVs. This union has strengthened the JV's ability to provide products that meet regional market requirements and that offer high quality products at competitive prices. The group now wants to reinforce their presence in the TV business and gain a competitive advantage with a reliable partner like Foxxum on their side, who will take care of the whole Smart TV strategy.

Foxxum's Smart TV App Store will be pre-integrated on the brand Toshiba for the next 5 years. This represents a vast additional reach for Foxxum's already existing content partners and one more reason for potential content providers, who are looking for distribution to expand to new regions, to join the Foxxum TV Store.

"We are confident that this partnership with Foxxum will further elevate our capabilities to supply quality products that truly respond to content demands of end users in our markets. The Smart TV Solutions deployed on our brands reflect a dynamic and successful cooperation", said Mohamed A. Attia, Deputy General Manager of Toshiba El Araby Visual Products.

"The pre-integration of the Foxxum's Smart TV App Store on Toshiba devices will allow us to supply our TVs with up-to-date innovative solutions. Foxxum's expertise in the Smart TV business and its ability to quickly and flexibly react to our needs and expectations have convinced us that they are the right partner to success in the Smart TV industry", comments Rihito Sato, Managing Director at Toshiba El Araby Visual & Appliances Marketing Company.

Ronny Lutzi, Chief Executive Officer at Foxxum, says: "We are very proud of being the Smart TV Solution provider of one of the biggest TV manufacturer of the MENA and Gulf region. Our engineers, designers and content managers are putting all their efforts to provide a customizable TV Store that matches Toshiba's quality standards perfectly".



ABOUT TOSHIBA

The company was established in 1875, and today is one of the world's largest electronics groups, with annual sales of over US\$5.2 billion. They have 140 years of experience in the electronics industry. Its annual sales of US\$5.2 billion make Toshiba one of the world's largest electronics company. Toshiba has many branches around the world in Japan, China, Europe, North & South America, Asia, India, Middle East, and Africa. The business in the Middle East and Africa started in 1963. Nowadays, the company has 554 consolidated subsidiaries worldwide: and the number of employees worldwide reaches a figure of 187,000.

Visit Toshiba's website at www.toshiba.co.jp/index.htm.

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.

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.



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