

FOXXUM ANNOUNCES EXCLUSIVE PARTNERSHIP WITH PROMARKET FOR PROFILO IN TURKEY

Launch of Linux and AOSP OS based TV sets enables high quality Smart TV content for Profilo

Kiel, January 4th, 2019: Foxxum, global leader in the development, operation and commercial marketing for innovative Smart TV solutions is happy to unveil a new smart TV customer: Profilo branded TVs and devices under OEM license, will be exclusively available with a Foxxum Smart TV App Store. The deal defines a 5 year exclusive partnership between Promarket and Foxxum. Foxxum will continuously develop new portal features and new content for the Promarket TV brand while Promarket maintains its own branding and design for the brand. The joint solution enables a state of the art Smart TV experience and offers cost-effective, high quality User Interfaces to drive forth a competitive, next generation smart TV. The Foxxum App Store features customizable interfaces, local content including all major Turkish content partners, recommended content based categories and a wide selection of international applications. The focus for Profilo's TV sets lies on local Turkish premium VOD services including applications such as Blu TV and Puhu TV. Thanks to this new alliance Profilo will have a continuously updated content portfolio while Foxxum keeps strengthening its presence in Turkey. All devices will be exclusively sold in Profilo stores in Turkey.

Devrim Üner, General Manager at Promarket comments the exclusive deal: "We are happy to collaborate with Foxxum to take the next important step in Smart TV with Profilo. Foxxum's technology and services are a valuable complement to our trusted devices."

Ronny Lutzi, CEO at Foxxum says: "We are very proud to be working exclusively with Profilo in Turkey. This collaboration not only brings strategic value to Promarket but also strengthens Foxxum's footprint in the region. Combining our technology and Profilo's high-quality products means that together we can provide customers, partners and viewers with a delightful watching experience."

ABOUT PROMARKET A.Ş.

Further information can be found at www.profilotelevizyon.com

ABOUT FOXXUM

Foxxum is a global leader in the development, operation and commercial marketing for innovative Smart TV solutions. Founded in 2011, the headquarter is based in Kiel, Germany and operates worldwide. As an established pioneer in the Smart TV 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 and video on demand services, 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, innovative Smart TV technology, a global entertaining content portfolio and a user-friendly design. Foxxum provides highly tailored solutions and personal collaborations to its partners, which include the possibility of jointly tapping into profitable revenue streams.

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