



YUPPTV PARTNERS WITH FOXXUM, A LEADING SMART TV SOLUTION PROVIDER

Global distribution reach expands through Foxxum connected devices

The world's largest OTT player in South-Asian content, YuppTV, is making strong strides in expanding globally. YuppTV has formed a strategic partnership with Foxxum, the leading provider of Smart TV solutions, making its enviable collection of online TV channels & movies available on an exclusive range of new devices, hence further extending its global reach.

YuppTV provides content in 14 languages with an offer of over 250+ TV channels, more than 100 TV shows and over 5000 movies. Following the association, YuppTV services will be available on the Foxxum TV App Store, having presence in Western and Eastern Europe, Nordics, Russia, Northern Africa, Australia and Latin America.

Further commenting on the development, Uday Reddy, Founder & CEO of YuppTV said: "We are glad to enter into an alliance with Foxxum, hence extending the content offered by YuppTV to an exclusive range of devices. We have always endeavored to provide the South Asian expat community with the most enthralling entertainment solution and are excited to open our doors to newer audiences."

"At Foxxum, we are constantly pursuing the opportunity to bring together hardware platforms and good quality content, which is entertaining and relevant for the audience. We are happy to associate with YuppTV, which presents an exhaustive list of South Asian TV channels & Movies and are affirmative at enhancing the value of the entertainment solutions that we provide to our users", explains Ronny Lutzi, CEO at Foxxum.

ABOUT YUPPTV

YuppTV is one of the world's largest internet-based TV and On-demand service provider for South Asian content, offering more than 250+ TV channels, 5000+ Movies and 100+ TV Shows in 14 languages. YuppTV, recently received funding from Emerald Media, a Pan-Asian platform established by leading global investment firm KKR for investing in the media and entertainment sector, wherein Emerald Media acquired a significant minority stake in the company for US\$50mn. Emerald Media is led by industry veterans Rajesh Kamat and Paul Aiello, supported by an experienced team of investment and operating executives. YuppTV had earlier raised its Series A round of funding from Poarch Creek Indian Tribe of Alabama.



YuppTV has 25000 hours of entertainment content catalogued in its library, while nearly 2500 hours of new on-demand content is added every day. YuppTV is currently ranked #1 Internet Pay TV platform for Indians living abroad. YuppTV is the most downloaded Indian SmartTV app and it also boasts of 8 million mobile downloads.

For more information: www.yupptv.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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