

Tamedia Becomes Zattoo's Majority Shareholder

Zürich, 28 August 2018 – Tamedia expands its engagement with Zattoo International AG, raising its shares from 29 percent to over 50 percent. The Swiss media group is now the TV streaming provider's majority shareholder.

Tamedia has been involved with the TV streaming provider Zattoo since 2008. From 2015, Tamedia held 29 percent of Zattoo International AG.

Tamedia sees enormous potential in the Zattoo product and business – both for end customers and business customers – and is expanding its engagement accordingly.

With Tamedia as primary shareholder, Zattoo will proceed along its growth trajectory and cement its position as European market leader. Tamedia is reliant on the Zattoo team in the Zürich, Berlin, Ann Arbor and Singapore offices, and will work with secondary shareholder Bea Knecht (Zattoo's founder) to drive the company's further development.

B2C and B2B business at Zattoo

With the end customer business, Zattoo successfully focuses on its core markets, Switzerland and Germany. Each month, around 2 million users employ the Zattoo platform to stream over 200 TV channels (over 100 in Germany). As of 2012, Zattoo has also been active in the B2B area. Zattoo is a leading technology partner for telecommunications companies and internet operators around the globe. Zattoo currently serves 20 business customers in Europe and the USA, who, in turn, are able to serve several million end customers without investing in their own infrastructure. Earlier this year, Zattoo opened a Singapore office to increase its presence in the Asia-Pacific region.

The third pillar of Zattoo is advertising. Zattoo offers ad spots on its platform for classic digital formats like display ads, but the portfolio also includes programmatic TV with the innovative TV advertising format developed by Zattoo: dynamic ad insertion (DAI).

About Zattoo

With around 20 million registered users, Zürich-based Zattoo is Europe's biggest TV streaming provider. Zattoo facilitates television viewing on computers, smartphones (iPhone, Android, Windows 10) and tablets (iPad, Android, Windows 10). Zattoo also supplies TV applications for internet enabled television sets like Samsung Smart TV, Xbox One, Amazon Fire TV, Apple TV, Android TV, and supports streaming via Apple Air Play and Chromecast. Zattoo's programming features over 200 channels (over 100 in Germany), including public, commercial and international broadcasters. 7-day replay and on demand video allow selected shows to be viewed without the constraints of airing times. Zattoo users can choose between an ad-financed model or a



subscription model. More information at www.zattoo.com/de

Media contact:

Zattoo Europa AG, Sonja May, Baslerstrasse 60, CH-8048 Zürich, press@zattoo.com