



European TV player CANAL+ GROUP partners with A1 Telekom Austria to accelerate its growth on Austria's TV market

Paris, France, 23th September 2021

The global European TV and streaming player CANAL+ will enter the Austrian TV market in the first quarter of 2022 together with the leading communications provider A1 Telekom Austria as a strong national cooperation partner.

Through this cooperation, CANAL+, part of the French media company Vivendi and A1 along with its subsidiary A1 nowTV have decided to enter into a partnership with the aim of developing a localized Austrian on demand content offer.

CANAL+ has 22 million subscribers worldwide, including more than 15 million in Europe. A1 will rely on CANAL+ Group's know-how and expertise in the production and distribution of premium contents. Apart from being a major content creator, CANAL+ Group owns European leading studio STUDIOCANAL, the Polish movies studio KINO SWIAT, and have just acquired majority stake in the major European media company SPI International.

Since the acquisition of M7 Platform in 2019, CANAL+ Group already operates a satellite and internet TV platform offer in Austria under the HD Austria brand, and aims with this partnership to launch a new content offer, relying on A1 distribution through their mobile and broadband offers encompassing about 5.1 million mobile communications customers and 1.9 million fixed access lines in Austria.

This cooperation illustrates the CANAL+ Group strategy to create and sustain tailor-made TV products dedicated to telco operators, and position itself as a major "TV brick" provider to telecom players, in increasingly competitive markets.

About CANAL+ and HD Austria

CANAL+ Group is a leading worldwide pay-TV operator and streaming player with a presence in 40 countries in Europe, Africa and Asia. In Europe, CANAL+ has a strong presence in mainland France and Poland and has also acquired the M7 Group, including its

HD Austria platform, in 2019. The Group totals 22 million subscribers worldwide and has experienced a continuous growth of its international business in recent years. With STUDIOCANAL and KINO SWIAT, CANAL+ Group is also a European leader in the production, acquisition and distribution of feature films and TV series. CANAL+ Group is wholly-owned by worldwide integrated content, media and communication group Vivendi.

The Austrian satellite and Internet TV platform HD Austria has been active in Austria since 2010. Currently, the HD Austria offering includes more than 80 HD channels including UHD, over 40 new premium channels, a TV app for smart TV, cell phone or tablet and an online video library with more than 6,000 movies. Shows can be paused at any time and repeated at the touch of a button.

Further information: <https://www.hdaustria.at>

About A1

A1 is Austria's leading communications provider, encompassing about 5.1 million mobile communications customers and 1.9 million fixed access lines. The customers benefit from a global package of offers from one source: voice telephony, Internet access, digital cable television, data and IT solutions, wholesale services, and mobile business and payment solutions. The product brands A1, bob, Red Bull MOBILE and Yesss! represent quality and smart services. As a responsible company A1 integrates socially relevant and environmental concerns into its core business.

A1now is a TV channel and streaming service offering innovative Austrian productions, exciting live broadcasts and iconic TV shows: A1now offers content from a variety of genres such as trends, sports, eSports, music, society and lifestyle.

A1 Telekom Austria AG is part of A1 Telekom Austria Group (ATX:TKA) – a leading digital services and communications provider in the CEE region with around 25 million customers across seven countries. Offering communications, payment and entertainment services as well as integrated business solutions Telekom Austria Group achieved revenues of 4.55 billion Euros, with A1 Austria contributing more than 2.62 billion Euros, in the year 2020. Around 18,000 employees and state of the art broadband infrastructure make digital business and lifestyle possible and enable people, companies and things to connect everywhere anytime. As European unit of América Móvil, one of the largest wireless services provider in the world, Telekom Austria Group is headquartered in Vienna and gives access to global solutions. www.A1.group