

Thurs 9th Aug 2018

EVR Holdings plc

(‘EVR’ or the ‘Company’)

MELODYVR AND NEC GROUP EXCLUSIVE PARTNERSHIP

EVR Holdings plc (AIM: EVRH), the leading creator of virtual reality music content, is pleased to announce an exclusive multi-year partnership with National Exhibition Center Limited. From today, virtual reality (VR) market leader, MelodyVR, is working with the NEC Group Arenas to offer exclusive virtual access to selected live events in each of its venues.

Concert goers will be able to access a selection of live events held at the Genting Arena and Arena Birmingham venues, using the power of virtual reality technology. MelodyVR will also live stream real-time concerts via VR and offer virtual concert tickets to sold-out shows with artists, enabling an unlimited number of fans to attend in-demand concerts around the globe.

The concerts, as well as virtual concert tickets, will be available to purchase via the MelodyVR app on all Oculus Go and Samsung Gear VR virtual reality headsets. In addition, upcoming VR shows will also be promoted on selected event pages on The Ticket Factory website – the official box office for the NEC Group Arenas. Upcoming acts billed to perform at NEC Group Arenas include 50 Cent, Britney Spears and Florence & The Machine.

Ian Congdon, Head of NEC Group Arena Sales said: “VR is transforming the concert experience and shifting how fans can consume music, so it’s fantastic to partner with MelodyVR as pioneers in this field. Their usage of exciting features and technological capabilities means missing a ‘must-see’ or sold out show could become a thing of the past. Nothing can beat experiencing live music in a venue, but offering VR concerts to our customers gives them more opportunities to experience the live music they love and get closer to artists than ever before.”

Anthony Matchett, CEO of MelodyVR said: “I’m very pleased to announce our exclusive partnership with NEC Group Arenas, which will see events live-streamed directly from their infamous venues, as well as VR event tickets promoted via their official box office website – The Ticket Factory. Our relationship with the NEC Group forms part of a series of commercial arrangements which we expect to conclude over the coming weeks with other landmark entertainment venues. It is my intention to provide a trading and strategic update as part of our interim results for the six months ended 30 June 2018, the content of which will provide greater insight as to the direction and ambitions of our business.”

- Ends -

For further information please contact:

EVR Holdings plc

Anthony Matchett, Executive Chairman & CEO

Tel: +44 (0) 203 289 7430

Sebastian Theron, Chief Financial Officer

www.evrholdings.com

Investec Bank plc: Nominated Adviser, Financial Adviser and Corporate Broker

Tel: +44 (0) 207 597 5970

Corporate Finance: David Anderson / Junya Iwamoto

Corporate Broking: Sara Hale / Rob Baker

Notes to Editors:

MelodyVR is a wholly owned subsidiary of EVR Holdings plc ('EVR'), a company that is listed on the AIM market of the London Stock Exchange under the ticker EVRH.L. EVR, a creator of virtual reality content, joined AIM on 16 May 2016 following a reverse takeover of Armstrong Ventures plc. Further information can be viewed at www.evrholdings.com and www.melodyvr.com

For more information on Melody VR, please visit: www.melodyvr.com

For more information on the NEC Group Arenas please contact:

Becky Humphries, PR and Communications Manager, NEC Group on 0121 767 2411/07769 238127 or becky.humphries@necgroup.co.uk

The NEC Group Arenas include the Genting Arena and Arena Birmingham, both located in Birmingham, UK. Operated by one of the world's top venue management companies, the NEC Group, the venues welcome over 1.7million live event fans to the city every year, hosting world class music, sport, comedy and family events.