

15 August 2018

**EVR Holdings plc**  
**('EVR' or the 'Company')**

**MELODYVR AND ALEXANDRA PALACE 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 Alexandra Palace Trading Ltd (Alexandra Palace). The multi-award winning London destination hosts an eclectic mix of live music, sport, cultural and leisure events throughout the year.

It was from Alexandra Palace that the BBC launched the world's first high-definition television service in 1936, whilst the medium was still in development. It is in this spirit of innovation that Alexandra Palace looks to take the next leap in entertainment on the MelodyVR platform, where users are already able to experience The Chainsmoker's sold-out concert at the venue.

The company looks forward to welcoming more exclusive recorded and live VR content from Alexandra Palace to the MelodyVR platform in the near future.

**Lucy Fenner, Commercial Director of APTL, said:**

"We are proud to be continuing our legacy of innovation by partnering with MelodyVR. In the last 12 months we've seen a record-breaking growth in concert attendances but now, through this partnership, even more people will be able to experience the magic of a gig at Alexandra Palace as well as introducing this iconic venue to new audiences around the world"

**Anthony Matchett, CEO of MelodyVR said:**

"In advance of our interim financial statements, I'm pleased to announce another exclusive partnership with a globally recognised venue. I look forward to announcing further significant venue partners in due course and to providing an additional, more comprehensive update for our shareholders, summarising MelodyVR's recent successes, as well as our near-term and long-term corporate objectives shortly."

**- Ends -**

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**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](http://www.evrholdings.com) and [www.melodyvr.com](http://www.melodyvr.com)

For more information on Melody VR, please visit:

[www.melodyvr.com](http://www.melodyvr.com)

Alexandra Park and Palace Charitable Trust is the body responsible for maintaining and repairing the charitable assets of Alexandra Park and Palace as a place of public resort and recreation, forever, by Act of Parliament. The Charity aims to restore the iconic assets to create a successful and sustainable asset for all. For further information about the Park and Palace and the work of the Trust visit [www.alexandrapalace.com](http://www.alexandrapalace.com)

Today Alexandra Palace is surrounded by 196 acres of Grade II listed parkland and offers unprecedented views of the city. The multi-award winning destination maintains its original enterprising spirit by hosting an eclectic mix of live music, sport, cultural and leisure events throughout the year.



