

Regulatory Story

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EVR Holdings PLC - EVRH Appointment of Chief Commercial Officer
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27 February 2019

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EVR Holdings plc

("EVR" or the "Company")

Appointment of Chief Commercial Officer

EVR Holdings plc (AIM: EVRH), a leading creator of virtual reality music content, is pleased to announce the appointment of Miles Lewis as Chief Commercial Officer (CCO) of MelodyVR Ltd ("**MelodyVR**").

Miles, former Senior Vice President International for Shazam, joins MelodyVR as CCO, following Shazam's exit to Apple Inc for a reported \$400m in September 2018. Miles brings a wealth of experience and knowledge having previously held sales and commercial roles with Last.fm, Yahoo and AOL. In his new role at MelodyVR, Miles will lead commercial strategy and strategic partnerships, with a key focus on revenue generation and global growth.

Miles will be granted options over 3,000,000 ordinary shares of 1 pence each of the Company ("Ordinary Shares") under the Company's EMI Scheme to employees at an exercise price of 4 pence per share. These options have an expiry date of the 10th anniversary of the date of grant (subject to vesting conditions).

Miles Lewis, Chief Commercial Officer of MelodyVR said: "The opportunity to experience your favourite music via virtual reality is a new frontier in entertainment. As brand's marketing strategies increasingly utilise storytelling to build more powerful relationships with consumers, the ability to create an in-depth connection with an audience via MelodyVR will become increasingly more

valuable. As consumers continue to want greater access to original content and unique experiences, we will be increasingly able to connect them with the artists they love via the MelodyVR platform. I look forward to launching exciting and engaging initiatives that will build meaningful commercial partnerships and I am incredibly honoured to be joining the MelodyVR team at this point in its trajectory."

Anthony Matchett, Executive Chairman and CEO of EVR, said: "I am very pleased to announce the appointment of Miles Lewis as Chief Commercial Officer. As part of the company's Executive Management team, Miles' prior experience across sales and commercial functions will further our opportunities with regards to strategic partnerships, branded content opportunities and revenue generation. I look forward to working with Miles and his team at this exciting point in our Company's development and growth."

1.	Details of the person discharging managerial responsibilities/person closely associated	
(a)	Name	Miles Lewis
2.	Reason for the notification	
(a)	Position/status	Chief Commercial Officer
(b)	Initial notification/ Amendment	Initial notification
3.	Details of the issuer	
(a)	Name	EVR Holdings plc
(b)	LEI	213800B2AKGQC3D2R751
4.	Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted	
(a)	Description of the Financial Instrument	Ordinary shares of £0.01 each
(b)	Identification code of the Financial Instrument	GB00BD2YHN21
(c)	Nature of the transaction	Grant of options over ordinary shares
(d)	Price(s) and volume(s)	Price(s)
		Volume(s)
		Exercise price of 4p per shares
		3,000,000
(e)	Aggregated information - Aggregated volume - Price	N/A
(f)	Date of the transaction	26 February 2019
(g)	Place of the transaction	Off market

For further information please contact:

EVR Holdings plc

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Iwamoto
Corporate Broking: Sara Hale / Helene Comitis

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

- Ends -

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