

Thursday, 5th December 2019

MelodyVR extends O2 Partnership

MelodyVR to be offered to O2 customers in the UK in addition to existing 5G partnership

EVR Holdings plc (AIM:EVRH), the leading creator of virtual reality entertainment content and operator of the MelodyVR platform, is pleased to announce that MelodyVR will join O2's new O2 extras programme, in addition to the company's on-going 5G partnership.

Launching today and building on the existing 5G partnership between the companies, O2 customers will soon be able to select MelodyVR from its upcoming menu of premium brand offers with O2 extras.

O2 extras is available to new and upgrading O2 Pay Monthly customers on handset, tablet and SIM only contracts. At launch, customers with contracts of 30GB/month will get a six-month subscription, while those on 5GB /month and above can enjoy three-months subscription. In addition, O2 customers can also choose to add MelodyVR to their price plan on a recurring monthly basis, for the price of £9.99 per month. MelodyVR will be remunerated by O2 for each user who activates the extra or subscribes to MelodyVR on a monthly basis. Joining the O2 extras line-up alongside MelodyVR are Amazon Prime, Amazon Music Unlimited, Audible and Cafeyn.

Anthony Matchett, CEO of MelodyVR says: "We're pleased to announce that alongside our existing partnership with O2 that provides new 5G customers with a 12-month subscription to the MelodyVR platform, eligible O2 customers will now be able to select MelodyVR thanks to O2 extras. This means that O2 customers will be able to select a monthly, or fixed-length subscription to our service. We look forward to offering O2's millions of customers access to MelodyVR and to benefitting from an increased user-base and the subsequent additional revenues generated by the partnership."

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About MelodyVR:

MelodyVR launched in 2018 with a simple mandate: not to replace the live experience, but to harness the power of virtual reality to get people closer to the music they love.

By using VR technology, the founders realised that they could place fans in the crowd or on -stage with their favourite musicians at live events. From epic stadium shows to intimate studio performances, the possibilities are endless; capacity restrictions are eliminated, music fans can attend otherwise sold-out dates, and the barriers (distance, age, cost, access) that might keep people from experiencing their heroes live are swept away. The result? Artists can reach more fans than ever before with a level of intimacy which has previously not been possible.

MelodyVR is the only licensed VR music platform and has the world's largest library of exclusive immersive and interactive music experiences from the likes of Post Malone, Blake Shelton, Wiz Khalifa, Kelly Clarkson, Niall Horan, Fall Out Boy and Imagine Dragons.

Available on smartphones and VR headsets, the MelodyVR app can be downloaded at **on.melodyvr.com/App**

www.melodyvr.com

@melodyvirtual