

## Regulatory Story

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**EVR Holdings PLC** - EVRH Option Exercise valuing the Company at £220m  
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EVR Holdings PLC  
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### **EVR Holdings plc**

("EVR" or the "Company")

#### **Partial Option Exercise valuing the Company at £220m**

EVR Holdings plc (AIM:EVRH), the leading creator of virtual reality entertainment content and operator of the MelodyVR platform, is pleased to announce that the John Gore Bahamas Ltd ("JGB") has partially exercised its option to subscribe for 4,997,041 new ordinary shares at a price of 15.3p per share ("Subscription Shares"), representing a significant premium to the Company's current mid-market share price, which values the Company's issued equity share capital at approximately £220 million. The aggregate gross proceeds of the exercise amount to \$1,000,000.

In recognition of this significant endorsement by a valued investor and strategic partner, the Company has extended the exercise period for this residual option by a further 2 years until 31 December 2021, at which time it will automatically lapse if not exercised. In exercising this option, JGB increases its holding in the Company to 8.38% of the Company's issued share capital.

Application has been made for the admission of the Subscription Shares to trading with effect from 9 January 2020. Following the admission of the Subscription Shares, the number of Ordinary Shares in issue will be 1,433,660,237. This figure may be used by shareholders as the denominator in the calculation by which they determine if they are required to notify the Company of their interest (or any change in their interest) in the company under the Financial Conduct Authority's Disclosure and Transparency Rules.

For further information please contact:

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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](https://on.melodyvr.com/App)**

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

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