

Press release

Opfikon, June 18, 2020

Sunrise has taken over web TV pioneer Wilmaa

- **Wilmaa is a pioneer in web TV and offers digital (over-the-top, OTT) television for smartphones, tablets, and PCs, right up to large home TV sets.**
- **The acquisition of Wilmaa will allow Sunrise to use its leading technology and know-how to develop its OTT TV offers further. Customers will benefit from the most innovative TV experience on the market.**
- **Sunrise has taken over 100% of Wilmaa's shares and its 10 employees will move to Sunrise. The Wilmaa brand will continue in the market.**

"We are on a winning track with Sunrise TV neo, and will use Wilmaa's strengths to advance our OTT offer further. The innovative force and technological expertise of the Wilmaa team have convinced us. Our customers will benefit from the most attractive OTT TV offer in Switzerland," says a delighted André Krause, CEO of Sunrise.

"Over the past 10 years, Wilmaa has managed to successfully position itself in the web TV market with a small and agile team. Our shareholders are excited we have found a partner in Sunrise who will offer our employees a dynamic new home with a great future. What's more, our TV streaming products will now reach an even larger audience," stated Roman Reimann, CEO of Wilmaa.

The Wilmaa team's know-how in OTT TV technologies and the web TV customer experience will play a crucial role in developing the Sunrise OTT offer in new ways. Over-the-top makes online video and audio content available, without being bound to a specific Internet provider.

The "Wilmaa" brand and its ad-financed Free and fee-based Premium offers will remain, and existing Wilmaa users can continue to use the service as usual.

With Wilmaa, more than 260 TV channels can be streamed live and recorded for free on virtually all devices (smartphone, tablet, laptop, PC, Smart TV). Advertisers can continue to take advantage of in-stream placements, placing large special ad formats, and branded channels. Wilmaa's Premium subscriptions give customers the option of ad-free television with a 7-day replay in Full HD quality, at unmatched value for money.

Leverage experts consulted the selling party during the process. Confidentiality has been agreed on the terms of sale.

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