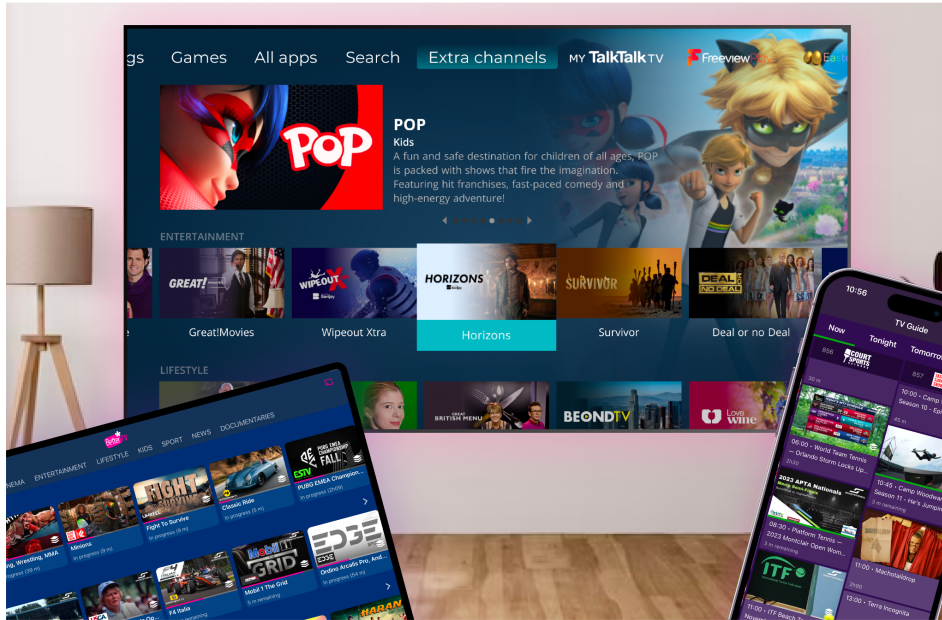




Netgem expands the roll-out of FAST Lane to more countries in Europe



Paris, 10 april 2024

Netgem announces the expansion of its FAST(*) Channels aggregation service 'FAST Lane' to 2 more countries, after successfully driving FAST adoption and revenue in the UK with TalkTalk and other operators for 4 years.

FAST Lane is the 'Telco grade' service designed to deliver the best experience and maximum revenue for Operators and Content Owners when rolling out FAST channels: this unique expertise is the combination of Netgem long-standing experience of delivering high-quality TV services for Operators, and 4 years of running and driving high level of monetisation with a wide adoption of FAST channels by consumers on Netgem TV in the UK.

After rolling out a selection of 130 FAST channels in the UK, Ireland, and Gibraltar, Netgem now expands the launch of FAST channels embedded in the Operator TV service of Netplus in Switzerland, and will launch in France with other ISPs in April: both deployments offer a selection of high quality channels in local language delivered straight to the TV and Mobile Apps User interfaces. Those Operators have adopted 'FAST Lane', because of its simplicity and breadth of content with hundreds of channels available across all genres: the Netgem FAST aggregation service offers a 'one-stop shop' approach, with one contract giving access to an ever growing number of Content providers -including well known shows such as 'The Explorers' Documentary, 'Frequence Novelas' series, or popular Kids channels such as '123Go!'. All of those channels are available in English or localised language, and Netgem also delivers quality management tools ensuring the best

experience across EPG, Streaming delivery, as well as Consent Management, key enabler to maximise revenue generated by Advertising.



"We are thrilled to partner with Netgem on the 'FAST Lane' initiative. The speed at which Net+ Extra channels bouquet was launched -less than 2 months- was impressive, and the unified feed for Sports, Entertainment and Kids content really simplifies our operations. Netgem's commitment to quality and flexibility aligns perfectly with our goals, with our demanding TV customer base, allowing us to expand our Content channel line-up in no time" - Christian Voide, CEO, Net+, Switzerland

"Netgem's 'FAST Lane' is not just a service; it's a strategic leap forward, combining choice, simplicity, quality, and flexibility to accelerate the FAST channels adoption for Telcos in Europe. Having run hundreds of high-quality channels at scale with multiple operators for over 4 years, we have built a complete off-the-shelf solution for Operators wanting to expand their content portfolio by working with one company trusted by Operators for 25+ years." says Sylvain Thevenot, C3O at Netgem Group.

(*) FAST : Free Ad-Supported Television

About Netgem

Netgem supports the audiovisual industry in its digital transformation and establishes itself as an essential partner for telecom operators and media groups in developing new immersive entertainment solutions. Netgem is the publisher of the digital entertainment service netgem.tv, distributed through a network of fixed and mobile telecom operators in Europe under the operator's brand (B2B2C model) to over 670,000 subscribed households. www.netgem.com

Netgem is listed on Euronext Growth. (ISIN: FR0004154060, Reuters: ETGM.PA, Bloomberg: ALNTG FP)

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