

2nd May 2018

EVR Holdings plc
('EVR' or the 'Company')

EVR successfully launches the MelodyVR platform

EVR Holdings plc (AIM: EVRH), the leading creator of virtual reality music content and its subsidiary MelodyVR Ltd ('MelodyVR') is pleased to announce that the MelodyVR music platform (The MelodyVR app) successfully launched to the public at Facebook's F8 conference in San Jose, at 12:00pm PST time yesterday.

The application, now freely available in the UK and United States launched in tandem with a new \$199 hardware device from Facebook's Oculus division, named 'Oculus Go'. The MelodyVR platform launches with exclusive VR experiences available to purchase from artists such as: KISS, Niall Horan, Imagine Dragons, The Who, Sigrid, The Chainsmokers and Rag'n'Bone man amongst many more.

The MelodyVR app has received significant launch marketing support from Facebook/Oculus, such as featuring in the Oculus launch announcement, prominent screen space within the Oculus store environment, as well as inclusion in Oculus Go's Entertainment bundle, alongside VR applications such as Netflix, Showtime and Hulu.

Nikki Lambert, CMO of MelodyVR said: "Music has always had a unique ability to capture our attention, change our mood and transport us. MelodyVR takes this to a whole new level and has the power to genuinely change the way people experience music forever. Being totally immersed, getting closer to artists and feeling the energy of a live performance is really very special. As mainstream devices like the Oculus Go help the VR market to grow, and consumers start to better understand the possibilities, I'm hugely excited to be working with some of the biggest and best artists in the world and offering incredible experiences to their fans."

Anthony Matchett, Executive Chairman of EVR Holdings, said: "Following years of research and development, I am very pleased to announce that the MelodyVR platform has launched alongside Oculus Go, Facebook's new low-cost (\$199), high-quality, standalone VR device and is now publicly available to consumers across the United Kingdom and United States. The launch of the MelodyVR platform signifies a significant step-change as we transition from a pre-revenue business, to a revenue generative, global music company. Over the coming months as user-adoption of both Virtual Reality hardware and the MelodyVR platform increase, we intend to leverage data and learnings from our users in order to further improve our products, so that we can better serve music fans with content from our library, as well as live concert experiences and our ground-breaking interactive content. As our company continues to grow, and user/revenue numbers increase, we will be adding more content from our library to MelodyVR, featuring globally recognised artists and international superstars. In addition, we will continue to add revolutionary new features and functionality to the platform designed to improve both a users' experience and our capabilities in respect to revenue generation.

Over the next few months, MelodyVR will begin to announce its launch schedule for additional VR devices, such as PlayStation VR and Google Daydream, as well as detailing our worldwide release plans for additional geographies throughout Europe, Asia and Latin America. We will also announce our first live concerts, which will enable music fans to purchase digital-tickets to sold-out real world events, in VR, via the MelodyVR platform. I look forward to updating shareholders with further information in due course and would like to thank all of our partners for their on-going support".

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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. More information can be viewed at www.melodyvr.com and www.evrholdings.com.