

EVR Holdings plc
(‘EVR’ or the ‘Company’)

MelodyVR Successfully Completes Simultaneous TV and VR Broadcast in Partnership With Good Morning America, Marshmello and Kane Brown.

EVR Holdings plc (AIM:EVRH), the leading creator of virtual reality entertainment content and operator of the MelodyVR platform, is pleased to announce streaming statistics in connection with MelodyVR’s partnership with American Broadcasting Companies, Inc (“**ABC**”) and Good Morning America (“**GMA**”) to deliver a milestone media event on August 30th: a live, immersive broadcast of GMA’s Summer Concert Series, featuring Marshmello and Kane Brown live from New York’s Central Park.

This first-of-a-kind broadcast, which simultaneously featured across national television and in 360/virtual reality, received over 100,000 live streams via the MelodyVR app alone. The broadcast repeated throughout the United States, in tandem with the airing of GMA in additional timezones, seeing fans access the MelodyVR platform on EST, CST, MST and PST time and throughout all 50 US States. The content was also simultaneously consumed by users in 14 additional countries across the globe.

In the week prior to the event, multiple segments, including live on-air showcases took place on GMA, reaching a live TV audience in excess of 4 million daily viewers. A promotional segment on Melody, was also broadcast on a large number of ABC’s 238 affiliate channels across the US, reaching tens of millions of additional US consumers. The successful event harnessed the combined social media following of Marshmello, Kane Brown and GMA, which was in excess of 62 million and this has extensively increased brand awareness of the MelodyVR platform in the United States and beyond. With the on-demand show now live and accessible on MelodyVR, fans can go back and re-live the performance again and again.

Anthony Matchett, CEO and Executive Chairman of EVR Holdings PLC said:

“The simultaneous broadcast of Marshmello and Kane Brown’s performance as part of GMA’s summer concert series was a world first for both traditional television broadcast and for MelodyVR. The event was extremely successful and has subsequently exposed MelodyVR to millions of households, spanning all corners of the United States, endorsed by prominent featuring across America’s #1 morning TV show. We look forward to working more closely with both ABC and GMA in future.”

www.melodyvr.com

@melodyvirtual

For further information please contact:

EVR Holdings plc
Anthony Matchett, Executive Chairman & CEO

email@evrholdings.com

Arden Partners plc: Nominated Advisor and Sole Broker
Corporate Finance: Ciaran Walsh / Ruari McGirr / Ben Cryer
Corporate Broking: Simon Johnson

Tel: +44 (0) 20 7614 5900

Notes to Editors:

Melody VR 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 realized that they could place fans in the crowd or on-stage with their favorite 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 chosen artists live are swept away. The result? Artists can reach more fans than ever before with a level of intimacy which has previously never been possible.

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

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.

For more information on Melody VR, please visit: www.melodyvr.com