



VOGO signs a partnership with TV channel SPORT EN FRANCE

Launch of “in-app purchases” activity

VOGO (Code ISIN: FR0011532225 - Ticker: ALVGO) announces it has signed a partnership with “Sport en France », the TV channel dedicated to all sporting disciplines.

Launched in May 2019 and produced by Media 365 on behalf of the French Olympic and Sports Committee (CNOSF), Sport en France covers all sports and all federations and their clubs. Available to all 24/7, 365 days a year in high definition via the boxes of the main operators and a dedicated website, the channel notably covers national and international sports competitions that until now have had little or no exposure on mainstream television.

Under the partnership, VOGO will provide its Live & Replay video solutions, offering enhanced viewer services for around a hundred events covered by the channel in 2020. For these events, VOGO will also offer all technical staff (referees, coaches, doctors, etc.) of the competitions access to its analysis and decision-making video solutions.

Also under the partnership, VOGO will have the opportunity to launch its “in-app purchases” activity. Viewers will now be able to make micro-purchases of paid services, for instance to get access to exclusive content such as live statistics, multiplex content, highlights, etc. This optional content comes on top of the Live & Replay functionalities which will remain free for spectators. As one of the objectives announced during the IPO, this launch will be rolled out on a large scale, with 100 events already planned in France this year.

“The sports and television universe is undergoing a revolution. Spectators no longer expect to just view a match, they want to be able to choose what they watch, at any time. In addition to our linear and non-linear TV broadcasting services, viewers of the events we cover will be able to avail of enriched services thanks to the Live & Replay functionalities offered by VOGO SPORT. This partnership fits perfectly with our aim to propose an innovative experience to all sports enthusiasts,” says Guillaume Sampic, Chief Executive Officer of MEDIA365.

“We are delighted to have been selected by Sport en France! This new partnership confirms the genuine value proposal of our video solutions for viewers and professionals and consolidates our positioning in the sports market in France. It is an excellent vector of visibility and popularity for VOGO which will operate alongside the 107 federations and associations, members of the CNOSF, which represent 180,000 sports associations and nearly 18 million members in France,” says Barbara Desmarest, Commercial Director Europe for VOGO.

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Press Release

Montpellier, January 20, 2019



About VOGO

VOGO develops, markets and distributes live & replay, audio and video solutions for spectators and professionals in sports arenas. VOGO's disruptive solution for spectators transforms the stadium experience by providing multi-camera content on demand for viewing on tablets and smartphones, irrespective of the number of people connected. In the professional sphere, VOGO's video solution provides analytical and decision-making tools (referee assistance, medical diagnostics, coaching, etc.). The acquisition of Vokkero® in October 2019 enriched this range of professional solutions, with the integration of an internationally recognised line of audio communications systems. All of the Group's technologies have patent protection. They have already been implemented across more than 20 different sport disciplines. VOGO is present in France (Montpellier and Crolles) and in North America, with an office in New York. The Group has been listed on the Euronext Growth Paris stock market since November 2018 (ISIN code: FR0011532225 – ALVGO).

For more information: www.vogo-group.com



[vogo-group.com](http://www.vogo-group.com)



[VOGO](https://twitter.com/vogo)



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Contacts

VOGO

Christelle Albinet

Tel: +33(4) 67 50 03 98

Email: c.albinet@VOGO.fr

ACTIFIN – Press Relations

Jennifer Julia

Tel: +33(1) 56 88 11 19

Email: jjulia@actifin.fr

ACTIFIN - Financial Communications

Victoire Demeestère / Stéphane Ruiz

Tel: +33(1) 56 88 11 11

Email: demeestere@actifin.fr

About SPORT EN FRANCE

SPORT EN FRANCE is a TV channel produced by Media365 (Reworld Media group) for the French Olympic and Sports Committee, which covers all sports, all federations and their clubs. It is entirely dedicated to original sports broadcasting, covering all aspects of sport, including programmes focused on young people, clubs, women's sports, adapted sports, sports for people with disabilities, etc.

It also broadcasts many national and international sports competitions that until now have not been shown on mainstream channels. Sport en France applies an innovative operating model under which its original content offering can be made available to other media outlets that express an interest in airing it. Sport en France is a channel dedicated to all sport, and all aspects of sport.

Sport en France is available on:

Orange (174) | Bouygues (192) | FREE (190) | SFR (129) | Molotov.tv | Go.TV | www.sportenfrance.com

Contact

Sport en France – Media 365

Guillaume Sampic

Tel: +33(6) 20 71 29 28

Email: guillaume.sampic@media365.fr