

DIRECTV and SKY introduce interactive television in Latin America for the first time

The Vrio Corp. companies signed a major agreement with TAPPP, leading interactive and contextual commerce company, to bring innovative engagement and commerce applications to 40 million people in 11 countries in the region.

New York, February 6, 2024 — TAPPP and Vrio Corp., the North American parent company of DIRECTV Latin America and SKY Brasil, sealed an agreement to bring interactive television to customers' homes in Latin America for the first time ever.

The service will be available on an exclusive and progressive basis starting in the second quarter of 2024, for customers in Argentina, Brazil, Trinidad and Tobago, Barbados, Curaçao, Chile, Colombia, Ecuador, Peru and Uruguay, as well as in Mexico and Puerto Rico on a non-exclusive basis.

The interactive experience will reach more than 40 million people. DIRECTV Latin America and SKY Brasil will deploy TAPPP's MicroApp Platform™ for all of their customers, enabling real-time interactive services on both their linear TV services and their live TV and streaming platforms DGO in Latin America and the Caribbean, and SKY+ in Brazil.

The MicroApp Platform will initially be available during live sports broadcasts, expanding over time to include all types of entertainment programming, creating a true revolution in the way audiences interact with video content.

TAPPP's MicroApp framework is the first interactive content and transaction management platform, offering a suite of applications to enhance the viewing experience and enable audience engagement through one-click trading, personalized statistics, skills-based contests and audience polls.

Each app is "contextually aware," offering content, betting odds and promotions that can be tailored to the unique preferences of the viewer, the programming being watched and the specific events occurring at that particular time.

For advertisers who are part of the industry-wide push for metrics, DIRECTV and SKY will have powerful TAPPP data that demonstrates that audiences are not only watching content, but interacting with it as well.

About VRIO CORP

Vrio Corp. is the leading U.S. media and technology company in Latin America and the Caribbean in digital entertainment services, content production, information and connectivity with more than 40 million viewers in 11 countries. It offers high-quality live and on demand content through DIRECTV Latin America, SKY Brasil, DGO and SKY+, with sporting events, international events and exclusive programming in Brazil through the SKY brand and in Argentina, Barbados, Chile, Colombia, Curaçao, Ecuador, Peru, Trinidad and Tobago and Uruguay through the DIRECTV brand. DGO is its subscription service (OTT) via the Internet that provides access to a variety of live and on demand programming in Argentina, Brazil, Chile, Colombia, Ecuador, Mexico, Peru and Uruguay. The company also offers fiber optic internet through DFIBRA in Argentina, Chile, Colombia, Ecuador and Peru and SKY Fibrá in Brazil; and has state-of-the-art satellites and transmission centers, thanks to which it is able to deliver a wide variety of content to homes in 4k format. The company also controls Torneos y Competencias in Argentina and Colombia. For more information, please visit: www.vriocorp.com

About TAPPP

TAPPP is a technology and marketing company that helps media, consumer products and sports betting clients drive customer acquisition, transactions, engagement and retention through products and services delivered on-screen, at events and in online

Vrio.

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commerce. In collaboration with its clients, the company is shaping the integration of viewer-driven content enhancements, interactive TV devices, digital wallets and customized contextual commerce solutions, while pushing the boundaries of interactive transactions. For more information, visit: www.tapp.com. TAPP and MicroApp Panel are trademarks of SwissClear Global Inc, DBA TAPP.