



FILMON.COM'S 'VIRTUAL CABLE TV SERVICE' WELCOMES GLOBAL EMERGING MARKETS AS ITS €50M STRATEGIC SHAREHOLDER

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UK based PLC FilmOn.com, a market leading company behind a patented 'virtual cable TV service' platform is proud to announce it has secured access to €50M worth of funding from Global Emerging Markets (GEM).

FilmOn.com's new service for computers, televisions and mobile phones allows users to watch streaming live HD television for free, worldwide and under the agreement signed yesterday, GEM has agreed to provide FilmOn.com with an equity commitment to further consolidate the company's unique position within the rapidly emerging virtual cable television sector.

The company has the option to draw down up to €50 million of the commitment over a three year period with the timing and amount of equity at the company's choosing.

The London-based company, which is listed on the Berlin and Frankfurt stock exchanges (2F0A) has a market cap of about €630 million (\$893.5 million) and user uptake for the company's HDi, dubbed virtual HD cable has been sizable. At launch in January, the data collection recorded about 200 beta users. Since then, it has recorded compound growth of 10%-15% daily and the site recently grabbed 775,000 unique users in a single day worldwide.

Founded by billionaire entrepreneur Alki David, FilmOn.com's groundbreaking HDi technology has been hailed as the future of digital streaming and the listed company's strong financial position means that for the first time an online TV website is in the position to secure the rights to legally stream content from all the major broadcasters.

In addition to offering HDi access to these established channels and the company's own content, FilmOn.com's content aggregator scours the internet to provide over 2,500 TV channels from around the world for free live streaming. All this access to content is made possible thanks to groundbreaking new technology which for the first time uses a unique compression codec and grid computing power to deliver broadcast quality video (up to 1080p – the current highest UK broadcast standard) over as little as a 1mb internet connection.

"We are delighted to have agreed a deal with GEM and feel that this is just the start of a rapid surge of investor interest in our unique business model," says FilmOn.com head of brand partnerships Alex Moss. "The new service is the culmination of years of technological development and challenges the



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established cable and satellite providers because it's cheaper and mobile and no set top box is required. FilmOn.TV is what the internet has promised for so long and heralds a new dawn in how the public will access television content.”

“This is great news for FilmOn.com as GEM has invested in over 260 companies in over 45 counties,” adds FilmOn.com founder Alki David. “We believe our current price is still considerably undervalued so provides a unique opportunity to gain a stake in a rapidly emerging new market.”

For further information, please contact Ben Titchmarsh 01223 410000 or email ben@quitegreat.co.uk

Editor's Notes

Global Emerging Markets Limited (www.gemny.com) was founded in 1991. The firm is a US\$3.1 Billion alternative investment group that manages a diverse set of investments vehicles across the world.

Gem's funds include CITIC/ GEM fund; VC Bank/GEM Mena Fund; GEM Global Yield Fund; GEM India and Banco Pine/ GEM Funds.

For more information about FilmOn.com please go to www.corp.filmon.com and to read about the site's unique service, please go to:

The Hollywood Reporter:

www.hollywoodreporter.com/hr/content_display/technology/news/e3i4722353a16827bf0b89f41866b4f5762

The Times:

http://business.timesonline.co.uk/tol/business/industry_sectors/media/article5380187.ece

BBC News Online

<http://news.bbc.co.uk/1/hi/technology/7790276.stm>

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