

May 24, 2021



Global Eagle becomes Anuvu

Bringing Fresh Perspective to Mobility Markets through a New Brand and Operational and Strategic Focus

Santa Ana, California, May 24, 2021: Global Eagle, the leading provider of high-speed connectivity and entertainment solutions for demanding worldwide mobility markets, is rebranding as Anuvu, reflecting its focus on next-generation passenger and guest connected experiences in the air and at sea.

Josh Marks, Chief Executive Officer, says: "Our recent sale to new owners and their investment in our business provides a unique opportunity to align our brand with our vision. We recently divested our non-mobility businesses to focus on mobility markets including airlines, cruise lines, yachts, energy transportation and government. Since we formed as a SPAC over a decade ago, we have operated under the Global Eagle brand as we acquired companies serving airlines and maritime markets.

"Now, as one company aligned around passenger entertainment and connectivity, we introduce you to Anuvu, our take on 'a new view.' Our new brand honors our extensive history but keeps the future in focus. This is more than a name change; our new brand and fresh visual identity highlight the innovative perspective we deliver to the mobility markets we serve. We continue to invest in technology that meets our customers' performance and value requirements today, while providing a future roadmap with curated content, cloud-based content operations, and multi-platform broadband satellite networks. Now more than ever, our clients seek a partner that will support them as passenger and guest expectations accelerate post-pandemic."

Anuvu welcomes a new board of directors, as well as a new executive leadership team, as announced in the spring. Marks concluded: "Anuvu represents the evolution in our business and showcases our innovation and future-proof solutions for customers, as our worldwide team meets their content and connectivity needs with inventiveness and flexibility."

[Link to Video](#)

For more information visit: www.anuvu.com

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About Anuvu

Anuvu's team of global experts effortlessly manage connectivity and content requirements for demanding mobility markets including airlines, cruise lines, and mission-critical maritime, energy and government applications. Through long-standing customer relationships, we have a proven track record for meeting our customers' needs, even as the world changes. Anuvu's flexible and agile approach enables us to adopt the newest technology to optimize our clients' experience and we take pride in maximizing the performance of today, while optimizing for tomorrow. Our goal is to provide our clients with reliable, scalable, and affordable solutions that meet the ever-changing needs of their passengers and guests. Through our intelligent leadership and innovation, Anuvu defines next-generation passenger experiences through integrated solutions tailored to our customers' brands and service objectives.

Anuvu. Let Innovation Move You.

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