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Anuvu Media & Content SVP Estibaliz Asiain Elected to APEX Board

Asiain appointed to APEX board in significant endorsement of content and connectivity experience



LOS ANGELES, September 22, 2023 – Estibaliz Asiain, SVP Media & Content at Anuvu, the leading provider of connectivity and entertainment solutions for worldwide mobility markets, has today been appointed to the board of directors at APEX, the network of leading airlines, airports, and suppliers committed to elevating the air travel experience for passengers.

In a major endorsement of Asiain's content and connectivity experience, as well as Anuvu's role as an industry leader, Asiain was elected to the board in her first candidacy and will use her appointment to drive collaboration throughout the supply chain, expanding APEX's role in enhancing passenger experiences and engagement.

"I'm honored and humbled to be chosen to represent our industry. As an organization that influences innovation and best practices for the aviation industry, we have an opportunity to really drive the passenger experience of the future," said Asiain. "I look forward to collaborating with the APEX board and all of its members as we work toward this common goal."

"Our industry is at an inflection point where content and connectivity are merging. The two can no longer be viewed independently as airlines strive to build compelling and engaging experiences," said Josh Marks, CEO at Anuvu. "Est will bring unique insights to the board through her background in both arenas, giving her a deep understanding of the customers' needs and the possibilities created by both industries joining together. This will prove invaluable in her work with APEX."

Asiain has spent more than twenty years in inflight entertainment (IFE), with her father also an industry veteran. Her career has encompassed the full spectrum of IFE, having previously held roles at her family-run boutique, Transvision On Board Entertainment, alongside the mid-sized international business IFE Services, prior to joining Anuvu, the leading provider of IFE services and a major player in connectivity. During this time, she has gained experience in sales, account management and customer success, while she currently oversees the entire P&L for media and content at Anuvu.

Asiain's team is responsible for content services for approximately 60 airlines worldwide, many of which have been recognized for excellence in IFE. Her interaction with multiple types of carriers, from low-cost to five-star, has given her a global perspective and comprehensive understanding of airlines' individual needs.

As part of the leadership team at Anuvu, Asiain offers unique insight into the converging of content and connectivity, supporting Anuvu's role as market leader when it comes to truly providing "connected entertainment".

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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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