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Anuvu Content Races Ahead with Formula 1 Deal

The industry-first agreement offers aviation and maritime customers access to Formula 1® season reviews and other F1TV related content.

LOS ANGELES, July 11, 2023 – Anuvu, the leading provider of high-speed connectivity and entertainment solutions for demanding worldwide mobility markets, today announced it has reached an agreement with Formula 1® to offer aviation and maritime customers Formula 1 related content from the world's largest annual global sporting event.

Anuvu customers will now have access to content that includes season reviews dating to 1981, along with highly anticipated documentaries such as 'Vettel: More than a Champion' and shows such as 'Beyond All Limits,' featuring drivers Lewis Hamilton and Max Verstappen.

Formula 1 is the world's premier motorsport spectacle, racing across eighteen countries and five continents. As the world's largest annual worldwide sporting event, Formula 1 has a profound global reach and a dedicated fanbase, with several of Anuvu's clients also among Formula 1's partners.

During 2022, Anuvu trialed Formula 1 related content with one of Asia's largest airlines, with data showing this was the most-viewed entertainment in the airline's portfolio during the trial period.

"With streaming services so readily available, travelers are constantly looking for new content and with Formula 1's surging fan base, we feel this sport is a natural fit with our customers given that many people coordinate travel around the races," said Estibaliz Asiain, Anuvu SVP, Media & Content.

Anuvu aims to fulfill customers' demands by continuing to diversify its entertainment library beyond traditional Hollywood-centric content. This agreement demonstrates Anuvu's commitment to provide clients an entertainment portfolio across diverse pillars of content, which includes traditional entertainment, short-form native digital, learning, wellness/environment, gaming, kids, and sports.

The current Formula 1 season runs through November 26. Customers interested in adding Formula 1 content to their entertainment library from September 2023 can contact Anuvu to learn more.

For additional information, visit anuvu.com.

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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