

**For immediate release**

**22 December 2016**

**EVR Holdings plc**

(‘EVR’ or the ‘Company’)

**MelodyVR announces launch of highly anticipated beta app on Christmas Eve  
and the appointment of Nikki Lambert as Vice President, Marketing**

EVR Holdings plc (AIM: EVRH), a leading creator of virtual reality content, is pleased to announce that its subsidiary MelodyVR Ltd (‘MelodyVR’) will launch a beta version of its music platform on 24 December 2016.

MelodyVR will launch a staged beta programme to a closed group of users who will experience advanced platform functionality and exclusive content, accessible via Samsung Gear VR devices, during the holiday period and beyond. The initial user group, comprising a broad range of geographies and demographics, aims to collect insights and data relating to how consumers interact with the music service.

With a number of new Virtual Reality (‘VR’) Head-Mounted Displays (‘HMDs’) released throughout October and November 2016, including PlayStation VR and Google Daydream, consumers are now enjoying even greater accessibility to VR devices and an ever broadening variety of VR experiences. Mark Zuckerberg announced on the 5 October 2016 at Oculus Connect 3 in San Jose, that the number of active Samsung Gear VR users has now hit 1,000,000 per month. The timing of MelodyVR’s beta launch and choice of launch platform coincides with a period of unprecedented accessibility to VR headsets with consumer demand for VR music content reaching an all-time high.

The Company is also pleased to announce the appointment of Nikki Lambert, as VP of Marketing. Nikki brings in-depth marketing knowledge, established through 15 years of creating and building global consumer brands in the technology and music space. In her 10 years with the Virgin Group Nikki was instrumental in launching and managing multiple mobile, radio and festival businesses across Asia, Africa and Europe. Prior to joining MelodyVR, Nikki spent five years working at Spotify. One of the first senior marketing hires into the organisation, Nikki led international marketing efforts, including launches in Germany, Indonesia and Japan in parallel with growing the brand and subscriber base in wider Europe, Spotify’s most mature region.

In this newly created role, Nikki will report to Anthony Matchett, building and leading the marketing organization. Responsible for strategic and operational marketing efforts and launch activities for the company, Nikki will also drive brand development and all consumer insight efforts, including management of the beta programme.

**Speaking about the upcoming launch, Anthony Matchett, CEO of EVR Holdings, said:** “Following on from the overwhelming success of our partnership with Telefonica, we are delighted to announce the upcoming launch of our beta programme and the appointment of Nikki Lambert as VP of Marketing. The 2016 holiday season is a time of particular interest to our company and we look forward to seeing increased user adoption and market penetration of virtual reality devices throughout this period and beyond. On the 24 December 2016, we will launch a staged beta programme reaching up to one thousand initial users throughout Europe and the USA. The programme, managed internally and available to select Samsung Gear VR users via Oculus home, will enable our company to harness data and feedback regarding user interaction and content preferences as consumers utilise their VR devices throughout the holiday period. As the VR ecosystem develops over the coming months, we look forward to inviting even more users to our beta programme in advance of the wider consumer release of our product in 2017.”

- Ends -

**For further information:**

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**Notes to Editors:**

**MelodyVR**

MelodyVR is a wholly owned subsidiary of EVR Holdings plc ('EVR'), a company that is listed on the AIM market of the London Stock Exchange under the ticker EVRH.L. EVR, a creator of virtual reality content, joined AIM on 16 May 2016 following a reverse takeover of Armstrong Ventures plc.

The Company has successfully built a VR content library of over 500 globally-renowned artists as well as having secured a number of long-term partnerships, obtaining exclusive recording rights for the creation and distribution of VR content across a total of 50 worldwide event properties and music venues. Further information can be viewed at [www.evrholdings.com](http://www.evrholdings.com)

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