

13 November 2018

EVR Holdings plc
(‘EVR’ or the ‘Company’)

MelodyVR to feature in Facebook’s Oculus VR Holiday Marketing Campaign

EVR Holdings plc (AIM:EVRH), the leading creator of virtual reality music content and operator of the MelodyVR platform, is pleased to announce that the MelodyVR brand and MelodyVR’s original content, features prominently in the Facebook/Oculus GO holiday season 2018 marketing campaign.

The marketing campaign, which has received significant investment from Facebook, is expected to benefit from prominent positioning across US television (including broadcast, cable, satellite and on-demand) cinema and across digital, social and out of home platforms. The advertisements, which feature recognisable talent such as Wiz Khalifa, Adam Levine, Jonah Hill, Leslie Jones and Awkwafina launched yesterday and will continue to air throughout the 2018 holiday season, in order to promote Facebook’s \$199 VR device, Oculus GO.

As part of the campaign, MelodyVR worked with Oculus, and their advertising agency Anomaly, to provide Virtual Reality content, music and imagery featuring renowned musician Wiz Khalifa. The excerpts of content featuring Wiz Khalifa, whose performances are currently available to music fans via the MelodyVR platform, feature prominently throughout the campaign and within the new commercials.

Where MelodyVR’s content has been utilised, the company has also licensed use of MelodyVR IP, including the MelodyVR logo and associated branding/trademarks, which appear alongside and within the marketing campaign. Additionally, MelodyVR and Oculus, will be working together over the holiday season to promote the MelodyVR app and Wiz Khalifa’s content, with hero placement across the Oculus VR store as well as promotion across Oculus’ digital channels.

Further details regarding the campaign including the advertisements, can be seen on the Oculus.com blog at: <https://www.oculus.com/blog/see-it-in-vr-with-oculus-go/>

Anthony Matchett, CEO of EVR Holdings said: “It has been a pleasure to support Anomaly and Oculus during the creation of this ground-breaking marketing campaign, which is a first-of-its-kind for a virtual reality device. The virtual reality industry is growing at a phenomenal rate, largely driven by significant investment from key stakeholders such as Facebook/Oculus, and this new major scale marketing campaign, will no-doubt propel Oculus GO and virtual reality, into the spotlight for millions of

consumers this holiday season. We are hugely excited that our content and branding, featuring renowned artist and supporter of Melody VR; Wiz Khalifa, is displayed prominently within the campaign and that Oculus have chosen to display the medium of music, and our content, as a key driver for VR device adoption, and as an area of significant interest for consumers over the holidays.”

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Notes to Editors:

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. Further information can be viewed at www.evrholdings.com and <https://melodyvr.com/>

For more information on Melody VR, please visit:

<https://melodyvr.com/>