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PARAMOUNT GLOBAL TO LAUNCH ITS NEWEST PARAMOUNT+ BRANDED DESTINATION WITH MULTICHOICE IN AFRICA

LOS ANGELES, CA – Paramount Global Content Distribution announced a licensing deal today with MultiChoice to create a Paramount+ branded destination on the pan-African platform. This agreement is part of Paramount's strategy to expand the Paramount+ brand in more ways around the world, including making it available as a direct-to-consumer streaming service, through bundled partnerships in key markets as well as through branded destinations in local markets through licensing deals. Branded areas are currently available via Cosmote in Greece, Streamz in Belgium, Blast TV in Philippines, JioCinema in India and more to come.

The branded destination offers African audiences direct access to new and returning television series as well as feature films and marks the debut of the Paramount+ brand in pan-Africa. MultiChoice viewers will have access to world-class content from CBS, Paramount+ Originals, SHOWTIME®, Paramount Pictures, and they will find iconic films and hit television series such as YELLOWSTONE, 1883, 1923, POKER FACE, SPECIAL OPS: LIONESS, LAWYERS: BASS REEVES and upcoming new series LANDMAN as well as returning series like SURVIVOR.

"The expansion of our long-standing relationship with MultiChoice from a traditional licensing deal to a fully dedicated, Paramount+ branded destination on the platform is a testament to the tremendous effort of Paramount Global to continue to build the offering from multiple content pillars," said Lisa Kramer, President, International Content Licensing, Paramount Global Content Distribution. "Consumers in the growing African market already equate Paramount with quality entertainment and we're thrilled to now offer them a devoted space in which they can both access their favorite programming and discover new hit titles."

"MultiChoice is excited to expand our partnership with Paramount Global to bring the Paramount+ brand to African audiences through our platform," says Nomsa Philiso, CEO: General Entertainment, MultiChoice South Africa. "This agreement reflects our commitment to providing our viewers with world-class entertainment options and expands our offering with iconic content. We are proud to offer African viewers direct access to a dedicated space where they can enjoy their favourite programming and discover new hit titles, further enriching their entertainment experience."

About Paramount Global Content Distribution

Paramount Global Content Distribution is the leading distributor of premium content across multiple media platforms throughout the global marketplace. The division’s portfolio is comprised of some of the world’s most recognized brands, including feature films and television programs from Paramount Pictures, Republic Pictures, Paramount Television Studios, CBS Studios, CBS Media Ventures, CBS News, SHOWTIME Networks, Nickelodeon, MTV Entertainment Studios, Miramax and third-party partners. The division also has the largest distributed library of series and film titles, including global franchises such as “CSI: Crime Scene Investigation,” “NCIS,” “Star Trek,” “SpongeBob SquarePants,” “Transformers,” “Mission: Impossible,” and more. In addition, the division licenses a diverse lineup of scripted and unscripted formats for local production and international co-productions. Paramount Global Content Distribution is a division of Paramount.

About MultiChoice Group

MultiChoice Group (MCG), listed on the Johannesburg Stock Exchange (JSE), is a leading provider of entertainment and related consumer services, with an expanding ecosystem, underpinned by scalable technologies, and a track record now spanning almost 40 years. MCG provides video entertainment products and services through its linear and streaming platforms to 23.5m households across 50 countries on the African continent and continues to grow by producing and acquiring the best local, sport and international content and offering tiered subscription packages and aggregated streaming services to its customer base. MCG’s superior technology capabilities enables it to continue innovating around distribution, digital and payment solutions and content security to offer the best customer experience across the continent. Reaching up to 100 million individuals on a daily basis, the MultiChoice Group is using its scale and distribution to expand its platform to include sports betting and interactive entertainment, fin-tech services, household services (focused on internet connectivity and emergency response services) and ed-tech. Irdeto, MCG’s technology business, provides platform cybersecurity services which protect over 6bn devices and applications globally for some of the world’s best media and technology brands, as well as clients in the connected industries sector.

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