

CLIQ Digital AG: Cliq.de wins “Best of Best” German Brand Award 2023

DÜSSELDORF, 16 June 2023 – The CLIQ Digital Group is thrilled to announce that its new flagship streaming service Cliq (www.cliq.de) has been honoured with the prestigious German Brand Award 2023 in recognition of its outstanding brand strategy and marketing efforts.

Accolades

Out of over 1.300 entries from 17 countries, Cliq won with its product and brand launch yesterday evening:

- “Best of Best” in the category “Excellent Brands – Newcomer Brand of the Year”
- “Winner” in the category “Excellence in Brand Strategy and Creation – Brand Innovation & New Business Models”
- “Gold” in the category “Excellent Brands – Media & Entertainment”

In the above categories, Cliq impressed the jury with a product launch that was strong in design and communication, as well as with its 360-degree brand campaign in TV, out-of-home (OOH), digital and displays.

German Brand Award

The German Brand Award (www.german-brand-award.com) is an esteemed accolade that acknowledges organisations that have demonstrated innovative brand positioning, effective communication strategies and a strong brand presence. The award recognises companies for their outstanding efforts in building and enhancing their brands, positioning them as leaders in their respective industries. In previous years, renowned brands such as Deutsche Telekom AG and Lufthansa AG have won the coveted “Best of Best” award.

The German Brand Award is presented once a year by the German Design Council to honour particularly outstanding brand work. Well-known companies such as RTL Deutschland, Daimler Truck AG and ALDI SÜD have been amongst the winners in the past. The distinguished jury, composed of independent, interdisciplinary experts

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from companies, academia, consulting, services and agencies, presented this year's awards to around 700 guests in Berlin.

The German Brand Award serves as a testament to the Group's commitment to excellence in marketing and effectively communicating its unique value proposition. This recognition reflects CLIQ's dedication to creating a compelling brand that resonates with its target audience. Through meticulous market research, creative branding initiatives, and a customer-centric approach, Cliq has successfully created a strong brand identity that sets it apart from the competition.

Management statement

"We are very proud to be recognised with the German Brand Award 2023," said Luc Voncken, CEO. "This recognition validates the hard work, innovation, and passion of our entire team. It showcases our unwavering commitment to delivering an all-in-one streaming service, which provides exceptional value for money as well as an outstanding customer experience. We will continue to invest in our brand and strive for the best results in everything we do."

Contacts

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Financial calendar

2Q/6M 2023 Financial report & earnings call	Thursday	3 August 2023
3Q/9M 2023 Financial report & earnings call	Thursday	2 November 2023



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About CLIQ Digital

The CLIQ Digital Group sells subscription-based streaming services that bundle movies & series, music, audiobooks, sports and games to consumers globally. The Group licences streaming content from partners, bundles it and sells the content through its numerous streaming services. Over the years, CLIQ Digital has become a specialist in online advertising and creating streaming services that are advertised towards specific consumer groups. CLIQ Digital operates in over 30 countries and employed 164 staff from 37 different nationalities as at 31 December 2022. The company is headquartered in Düsseldorf and has offices in Amsterdam, London, Paris and Toronto. CLIQ Digital is listed in the Scale segment of the Frankfurt Stock Exchange (ISIN: DE000A0HHJR3, WKN: A0HHJR) and is a constituent of the MSCI World Micro Cap Index.

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