

Cliq nominated for “Excellence in Brand Strategy and Creation” as well as for “Excellent Brand”

DÜSSELDORF, 28 March 2023 – CLIQ Digital AG’s bundled content streaming service in Germany, Cliq (www.cliq.de), has undergone various material content upgrades. Its brand marketing campaign has commenced as scheduled and the brand has been nominated for the German Brand Award 2023 in in two disciplines.

Content upgrades

The Cliq offering now includes feature films from New Regency and ATP World Tour 250 tennis. Over 50 new Hollywood titles have been licensed to include blockbusters such as “Fight Club”, “Mr. & Mrs. Smith” and “Birdman”. Furthermore, CLIQ secured the exclusive DACH broadcasting rights for seven ATP World Tour 250 tournaments in 2023 and will show the most relevant matches live and in full length.

Soon to come will be DAZN RISE, the first-ever channel in Germany to broadcast only women’s sporting events, and DAZN FAST, which broadcasts 24 hours a day high-quality sports content exclusively licensed or produced by DAZN. In addition, thousands of hit songs and themed party mixes will be available for singing karaoke and interacting with other members in future. Moreover, through a new licensed content agreement with Zebralution, the audiobook and audio plays library will be bolstered with thousands of titles from acclaimed German publishing houses such as Bastei Lübbe catering to all audiences.

Brand marketing

Cliq’s first online and TV commercials were aired last month to target interest in movies, music, gaming, sports or audiobooks with 15-second spots advertising Cliq’s messages: “*Alles, was du liebst*” (everything you love), “*All-inclusive kann man jetzt auch streamen*” (all-inclusive can now be streamed) and “*Die haben das Streamen nicht neu erfunden. Ach nee, doch*” (they haven’t reinvented streaming – oh no, they did.).

The first digital out-of-home advertising media with moving videos were installed in Frankfurt am Main at the main and the airport train stations to create brand

awareness. These advertising spaces offer high visitor densities and an ideal communication environment for young target groups.

In addition, a truck with high-resolution, solar-powered mobile LED billboards on all four sides advertised the Cliq streaming service whilst driving around Berlin during the Berlin International Film Festival "Berlinale". This special campaign was conceptualised to spark interest in the new brand, engage with film fans in particular and reached over 207,000 contacts.

German Brand Award 2023

The German Design Council's annual Brand Award, which ranks number one nationwide and in second place internationally and is therefore one of the most prestigious awards in the world, nominated Cliq's product and brand launch for its outstanding brand work in the following award categories:

"Excellence in Brand Strategy and Creation":

- Brand Innovation of the Year
- Brand Strategy of the Year
- Brand Experience of the Year

"Excellent Brands – Media & Entertainment":

- Digital Brand of the Year
- Newcomer Brand of the Year
- Product Brand of the Year

The award ceremony of the German Brand Award 2023 will take place on 15 June 2023 in Berlin.

Management statement

"Cliq is our flagship streaming service and our dream come true," said Luc Voncken, CEO. "Our strong track record in building streaming services was key for creating our most advanced all-in-one, bundled content streaming service and thus making streaming content accessible to everyone in Germany." "Cliq has gotten off to a really promising start and we are all very excited about its future

development and initiating the next operational steps,” said Ben Bos, member of the Management Board.

Contacts

Investor relations:

Sebastian McCoskrie, s.mccoskrie@cliqdigital.com, +49 151 52043659

Julián Palacios, j.palacios@cliqdigital.com, +49 151 18476600

Media relations:

Daniela Münster, daniela.muenster@h-advisors.global, +49 174 3358111

Financial calendar

Annual General Meeting 2023 in Düsseldorf	Thursday	6 April 2023
1Q 2023 Financial report & earnings call	Thursday	4 May 2023
2Q/6M 2023 Financial report & earnings call	Thursday	3 August 2023
3Q/9M 2023 Financial report & earnings call	Thursday	2 November 2023

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.

Visit our website at <https://cliqdigital.com/investors>, here you will find all publications as well as further information about CLIQ Digital. Follow us on LinkedIn | Facebook | Instagram.