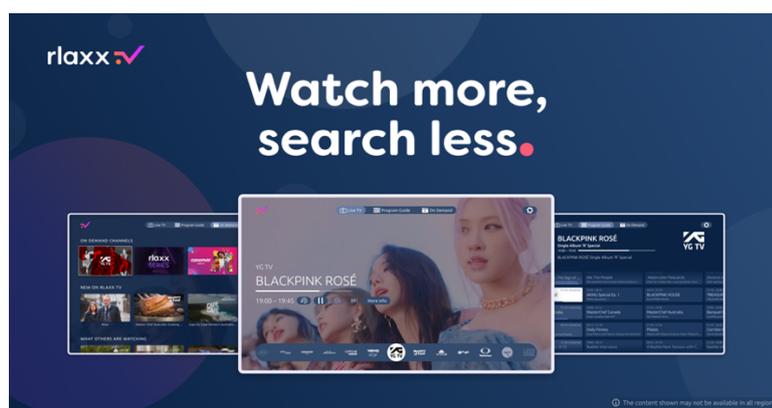


rLaxx TV brings K-Content to Europe

- *rLaxx TV and NEW ID have partnered up and launched 5 Korean entertainment channels on rLaxx TV's Advertising-Based Video-on-Demand (AVOD) platform*
- *The five Korean channels YG TV (KPOP), NEW KFOOD (Food & Lifestyle), Billiards TV (Sports), NEW KPOP (KPOP) and SBS (Korean drama) have been added to rLaxx TV's expanding premium niche content library*



Kiel (Germany) 2021, October 6 – rLaxx TV, the European-based free ad-supported streaming service (FAST+AVOD), has teamed up with the premium Asian content global distributor and OTT channel publisher, NEW ID, and has launched five Korean channels on rLaxx TV's expanding premium niche content library. Through this partnership, K-Content has become more accessible for European viewers across Germany, Austria, Switzerland, the United Kingdom, France, Spain, Portugal, and Italy. With rLaxx TV's convenient on-demand features – such as the option to pause, forward, rewind, restart or to watch later – viewers can enjoy the world of K-Pop, Korean drama, Korean food, and professional billiards any time they please.

The five channels include the channel **YG TV**, offering exclusive broadcasts, world tours, reality shows and more from YG Entertainment's top artists BLACKPINK, WINNER, G-Dragon, Taeyang, and TREASURE.

NEW KPOP entertainment gives viewers the latest selection of live performances, concerts, and reality TV shows, featuring popular and rising K-POP idols, dramas, documentaries, and basically everything revolving around K-POP.



The **SBS** channel (Seoul Broadcasting System), is the only Asian TV network branded channel and is curated specifically for FAST platform audiences. SBS features the latest premium hit dramas and the popular South Korean music program SBS Inkigayo.

NEW KFOOD offers viewers delicious food-related content from Korea, blending food and entertainment into one. The content ranges from all-you-can-eat mukbang shows, Korean comfort food recipes, to comedic food variety programs, which are tailored for global audiences.

As the only sport channel in the world dedicated to professional billiard, **Billiards TV** features top championship games with the league's top players around the clock, without commentary.

"We are very pleased to be able to offer our viewers premium K-content by NEW ID. For us, this cooperation enhances our product offering, which intends to connect to all the passions and interests of our very diverse viewership," says **Ronny Lutzi, CEO of rlaxx TV**.

"We are excited to have expanded our reach to European viewers with our curated K-POP, Korean food, and sports linear channels. NEW ID will continue to work with rlaxx TV and our premium content partners to offer opportunities to discover and experience the wonders of Korean entertainment globally," stated **June Park, CEO of NEW ID**. "NEW ID will continue to work with global platforms and NEW ID plans to further strengthen its position as a leading channel provider and operator across Europe and North America with high quality Asian content localized and readily available for global consumption."

Beside Amazon Fire TV, Apple TV, Xbox, and Android TV, rlaxx TV can currently be found on most smart TVs in the app store. It is free of charge and does not require registration.

About NEW ID

NEW ID is a media platform company connecting the world to premium Asian content through connected TV platforms. Established in October 2019, the company's main business focuses on delivering content on leading global FAST (Free Ad-supported Streaming TV) platforms by providing industry-leading tech solutions necessary for real-time streaming and advertising. NEW ID also provides a streamlined localization service, with an AI-based platform that significantly shortens content delivery times to global audiences without compromising quality. With over 30 content partners in Korea and a rapidly growing global platform network, NEW ID is expanding its global presence and positioning itself as Asia's leading FAST platform provider in the global media market.

About rlaxx TV:

rlaxx TV is a German Advertising-based Video on demand (FAST+AVoD) provider with headquarters in Kiel. The rlaxx TV offer is completely free of charge for viewers and is financed through advertising. The company's goal is to offer the best television experience according to modern standards. For that reason, contents on rlaxx TV are organized in curated linear channels to save viewers lengthy search times. In addition, there are advanced features such as a pause, restart, or watch-later option as well as the ability to access all content in an on-demand catalog. By doing so, rlaxx TV combines the relaxed experience of linear television with the flexibility of a VoD service. As far as content is concerned, rlaxx TV draws on a global network of content partners, who deliver bespoke content for viewers in many categories – from music, sports, kids, lifestyle, adventure to international feature films.

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