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29 September 2020

Mirada plc

("Mirada" or the "Company")

Commercial launch of new Pay TV platform "Zapi" in Spain

Mirada (AIM: MIRA), a leading provider of integrated software solutions for Digital TV operators and broadcasters, is delighted to announce the commercial launch in Spain of Zapi, a new OTT-based Pay TV platform developed by Mirada for Plataforma Multimedia de Operadores ("PMO").

PMO is a company created by multiple Spanish local telecommunications services providers, which unifies the country's historic cable industry under a common Pay TV platform, aiming to become one of the foremost TV platforms in Spain. Since the contract win, announced on 4 September 2019, Mirada has been working to deliver content across PMO's networks to existing subscribers through a pure OTT solution.

The Zapi OTT service allows subscribers to watch content through an app for Smart TVs, laptops, and Android and iOS smartphones and tablets, but importantly, the Zapi OTT solution is being provided to customers on Android TV set top boxes (STBs), currently the most in-demand STBs within today's market. Utilising Mirada's custom launcher for Android TV, consumers will not only benefit from the market-leading features of Mirada's Iris technology, but also from the advantages of an Android STB solution, such as Google's Play store, with its wide variety of apps. Also, with the custom launcher being based on Mirada's Iris and Zapi's brand identities, rather than a generic user interface, both Zapi and Mirada will increase brand value.

This is Mirada's biggest European launch of its Iris solution with custom launcher for Android TV STBs, and, over time, is expected to reach at least 600,000 subscribers.

All the features of Mirada's Iris technology will be available across Zapi customers' devices, including content discovery, catch-up, start-over, timeshift, personalised recommendations, cloud DVR and more. PMO will also have access to valuable insights through LogIQ, Mirada's data analytics platform, crucial in improving operations and services and informing business strategy and market positioning.

This project is in line with Mirada's bring-your-own-device (BYOD) strategy, which focuses on providing the Iris multiscreen technology across all major consumer electronics devices in order to serve the ever-increasing demand for content on all platforms. Following the initial launch, Mirada will continue working to deploy PMO's OTT service across more devices.

José Carrillo, CTO of Plataforma Multimedia de Operadores, commented: “The TV service that we are launching today represents a significant leap in the quality that our customers receive. From now on, they will enjoy our television however, whenever and wherever they want. The wide variety of devices supported by Mirada’s solution improves the user’s experience since it is unnecessary to change from one device to another to enjoy the service. Also, Zapi is the first OTT television platform in Spain that, besides offering general content, focuses on local content, completely exclusive for the user.”

José Luis Vázquez, CEO of Mirada plc, commented: “We are proud to announce yet another commercial launch of our Iris solution, this time with Spain’s Plataforma Multimedia de Operadores, owner of one of Spain’s largest TV platforms. Our ability to provide the customer with the solution for a wide range of devices, including Android TV-based STBs, is a source of particular pride. We are certain it will help Zapi to substantially differentiate itself from the competition, offering a product that is in high demand without compromising brand identity or the user’s experience. As our acclaimed Iris technology is being deployed in ever more markets across the globe, it is becoming increasingly recognised for its versatility and quality.”

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About Plataforma Multimedia de Operadores

Plataforma Multimedia de Operadores is a new company, created by the main players of the historical cable industry in Spain, to launch this challenging project. The members of this strategic

partnership are PTV Telecom (Telecommunications company with more than 30 years of history and well established in southern Spain), Opencable (Telecommunications Wholesale Services Operator participated by more than 60 local operators with more than 25 years of experience in the TV sector) and ACUTEL (Association of Local Telecommunications Operators of Andalusia)

About Mirada

Mirada is a leading provider of products and services for Digital TV Operators and Broadcasters. Founded in 2000 and led by CEO José Luis Vázquez, the Company prides itself on having spent over 20 years as a pioneer in the Digital TV market. Mirada's core focus is on the ever-growing demand for TV Everywhere for which it offers a complete suite of end-to-end modular products across multiple devices, all with innovative state-of-the-art UI designs.

Mirada's products and solutions, acclaimed for unparalleled flexibility and optimal time to market, have been deployed by some of the biggest names in digital media and broadcasting including Televisa, ATN International, Telefonica, BBC, Skytel and Orange. Headquartered in London, Mirada has commercial representation across Europe, Latin America and Southeast Asia and operates technology centres in the UK, Spain and Mexico. For more information, visit www.mirada.tv.