

SKYTEL LAUNCHES GO+ IN MONGOLIA, NEW VIDEO SERVICE POWERED BY MIRADA

PRESS RELEASE

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Mirada, a leading provider of cutting-edge products and services for digital TV operators and broadcasters, is pleased to announce the launch of Go+, the new Pay TV service of SKYmedia Corporation LLC, a leading communications provider in Mongolia and a subsidiary of Skytel Group ("Skytel").

The launch comes a few months after awarding the expansion of Skytel's service to Mirada, building on the previous successful deployment of the SkyGO app that ranked #1 as the most popular app on the Mongolian Google Play Store and Apple's AppStore, and brought online video entertainment across laptops, iOS and Android smartphones and tablets.

The current launch will see SkyGO's hundreds of thousands of viewers automatically migrate to Go+. The new service, migrated to a virtualised framework, brings an array of exciting features to enhance their viewing experience with personal profiles, individual content wishlists, keyword power search, advanced TVoD features, download & play, and multiple language support among many others.

Mirada's Iris technology powers Go+, offering operators a range of functionalities to enhance the usability of the platform in order to provide a fully personalised experience. Tailored content recommendations, user interfaces and advertising are all managed through Iris' network of tools including powerful analytics platform LogIQ and the awarded UX Evolver tool to allow operators to fully customise and adapt the user interface.

With this launch, Skytel Go+'s state-of-the-art viewing experience is available on a wider range of connected devices now including Android TV set-top boxes with a dedicated custom launcher. This expansion not only represents one of the largest Google-powered technology deployments in the country but also positions Skytel to offer a unique super-aggregation of content strategy, seamlessly integrating premium content providers' catalogues into the Go+ platform.

Skytel Group CEO, Amarchingun Gantumur, commented: *"Mirada has been an invaluable partner in our mission to provide our customers with the best entertainment solutions. With the launch of Go+, we are confident that our position in the market will be further strengthened. Mirada's cutting-edge technology and commitment to quality of service have made them the obvious choice for this expansion. We look forward to*

continuing our successful collaboration and delivering exceptional user experiences together."

Mirada CEO, José-Luis Vázquez, commented: *"The launch of Go+ represents a significant milestone in our relationship with Skytel, and we could not be prouder. This partnership exemplifies the trust and confidence our clients place in our technology and expertise. We are excited about this new stage in our collaboration and continue committed to delivering the best solution to meet the growing demand for video entertainment in Mongolia."*

ABOUT MIRADA

Mirada is a leading provider of integrated software solutions for telcos, TV operators, broadcasters and video streaming services worldwide. Led by founder and CEO José Luis Vázquez, the Company prides itself on being a pioneer in the world of digital TV for over 20 years. Mirada's core focus is empowering its customers to respond to consumers' ever-growing global demand for digital content, offering a complete suite of end-to-end modular products across multiple devices with innovative state-of-the-art UI designs.

Mirada's multiscreen technology, acclaimed for satisfying even the most demanding audiences, has been deployed by some of the biggest names in the telco world, including Televisa, Telefónica, Sky, Virgin Media and the BBC. Headquartered in London, Mirada has commercial representation across Europe, Latin America and Asia and operates technology centres in the UK, Spain and Mexico. For more information, www.mirada.tv.

ABOUT SKYTEL

Founded in 1999, Skytel Group is the leading ICT company that has been providing mobile, IPTV and OTT services. The company currently holds a quarter of the mobile market and 40% of the IPTV and broadband subscribers in Mongolia.

Skytel focuses on implementing up to date technologies, therefore their professional team strives to provide their customers the highest quality of the widest range of digital platforms reflecting the trends in the telecom and entertainment industry. <https://www.skytel.mn>.