

For Immediate Release

Maxposure Limited Announces Exciting New Partnership with Kenya Airways

New Delhi, May 8' 2024: Maxposure Limited is pleased to announce the successful signing of a contract with Kenya Airways (KQ), a distinguished member of the Sky Team Alliance, for the installation of AeroHub PRO (Aircraft-powered wireless in-flight entertainment solution) on Kenya Airways' Boeing 737-800 fleet.

This strategic collaboration marks a significant milestone aimed at transforming in-flight services and enhancing passenger experiences by providing the KQ guests an app-less access to high level encrypted KQ cinema content offering on-board. By delivering a high-quality in-flight entertainment (IFE) experience infused with cutting-edge technology and operational efficiencies, the partnership is set to redefine industry standards for the airline.

Under the agreement, effective June 1, 2024, the AeroHub device will connect over a hundred passengers simultaneously on-board, delivering in-flight content sourced from major Hollywood studios worldwide including Disney, Warner Brothers, Paramount, Sony Pictures, NBC Universal, and other leading independent studios & distributors globally. AeroHub PRO system has all requisite validations and certifications for B 737-800 aircraft type from EASA (European Union Aviation Safety Agency) to meet Kenya Airways' requirements as mandated by the local civil aviation body.

Prakash Johari, Managing Director of Maxposure Limited, expressed the company's commitment to enhancing the digital experience for airline passengers. Mr. Johari said, "The AeroHub system offers versatile media streaming functionalities including audio, video-on-demand, games, newspapers, digital magazines, moving map, passenger feedback surveys, destination guides, real time analytics and more, all accessible on passengers' personal devices (mobile, tablets, laptops). AeroHub PRO also has capabilities to monetise through dynamic advertisements that will help KQ to increase their ancillary revenues. Notably, AeroHub stands out as a secure and dependable in-flight entertainment solution, requiring minimal maintenance and eliminating the need for battery replacements and app- downloads."

The partnership is expected to not only enhance the in-flight experience for passengers but also foster growth and innovation within the industry. Both companies are committed to leveraging their respective strengths in a bid to offer unparalleled service and quality.

We look forward to a fruitful partnership and exciting developments that will undoubtedly arise from this collaboration.

For any queries, please write on info@maxposuremedia.com

For Maxposure Limited

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Compliance Officer & Company Secretary