



## NETGEM LAUNCHES IN IRELAND WITH PURE TELECOM WITH MOST COMPETITIVE BROADBAND AND TV OFFERING AVAILABLE

Over 50,000 Irish customers will now be able to benefit from this partnership which offers broadband and TV bundles from €43/month

Dublin, Ireland, 23rd July, 2020: Netgem TV, the TV service designed for modern and savvy viewers in the UK and Ireland, is now available to viewers in the Republic of Ireland following a deal signed with disruptive Irish ISP, Pure Telecom. After the success of a recently launched 3-month free offer plan to existing customers, both companies have now confirmed that the Broadband and TV bundle is available for all customers. With traditional pay TV and broadband bundles from Sky, Virgin Media or Eir starting from €60, Pure Telecom have embraced the rising trend of cord cutting trend in Ireland and changed the landscape for consumers by offering a top-range bundle for a mere €43, offering a massive monthly saving to Irish consumers.

The graphic illustrates the Netgem TV service offering. It features a central red plus sign. To the left, under the heading 'ALL THE IRISH FREE TV', are logos for RTÉ ONE, RTÉ News, one TWO, RTÉ2, Gtá, TG4, and THREE. Below this, under 'THE BEST STREAMING SERVICES', are logos for prime video, Rakuten TV, YouTube, YouTube Kids, TRACE, DEEZER, PLEX, viewster, MUBI, hopster, and Radioline. To the right, a green box contains the text 'Irish TV the way it should be'. Below that is a screenshot of the Netgem TV interface showing a news program and a grid of other content. At the bottom right, the tagline 'Your TV. Reinvented.' is displayed.

Established in 2002 with an intense focus on customer service and price, Pure Telecom is the first Irish ISP to carry the Netgem TV service. It will provide a fantastic range of over +50,000 hours of content including live TV from all Saorview channels plus 20 extra HD channels, Channel 4 catchup app All4, YouTube and YouTube Kids, access to Amazon Prime video, Hopster, Mubi, latest cinema movies from Rakuten TV, and also features Alexa integration for Voice control.

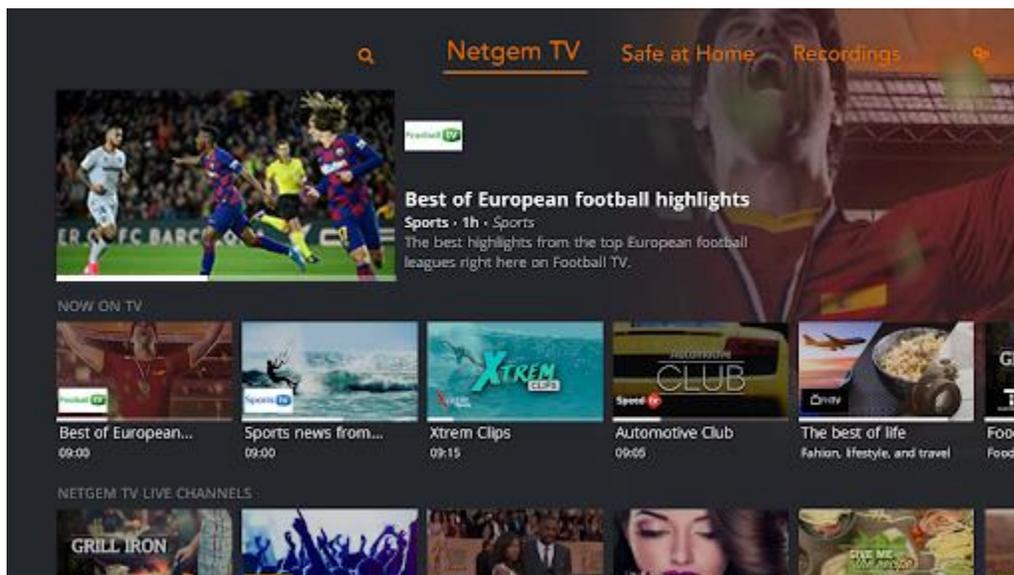
**Sylvain Thevenot, Chief Commercial & Customer Officer, Netgem, said:** “Pure Telecom is a really strong local player in an Irish broadband market that is heating up rapidly. We are delighted to be working with them to reach new audiences in Ireland and showcase how quickly and easily ISPs can launch compelling TV services via Netgem with a low overall investment.”

**Paul Connell, CEO, Pure Telecom said:** “Our research shows that online viewership is now a huge market in Ireland – and even more so in the last few months. As more TV and streaming providers enter the market, each of them producing more and more original content, consumers



are demanding greater choice. We are very excited that we can now give this to our customers by entering Ireland's triple-play market with Netgem and as a result, continue along our year-on-year growth trajectory.

“At Pure Telecom, top-quality customer service along with extremely competitive prices have always been our priority. We are delighted to be partnering with Netgem to provide a genuine alternative for Irish viewers seeking both broadband and TV.”



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## About

## Netgem

Netgem is an independent service provider for ultra broadband internet access. The Group provides its services mainly in France and Great Britain, in rural areas by using infrastructure investments supported by the public authorities to reduce the digital divide and improve regional planning. Netgem provides its services in D2C (direct to consumers) and B2B2C (via other partner operators). The Group differentiates itself by its end-to-end technological expertise of a digital TV, video and music streaming offer with a unified and unique experience on TV, mobile and with voice control, including the biggest brands of local and global content.

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