



VIACOM INTERNATIONAL MEDIA NETWORKS ANNOUNCES EXECUTIVE APPOINTMENTS IN ASIA PACIFIC

Paras Sharma Appointed as Southeast Asia's Senior Vice President & General Manager

MTV Australia & New Zealand's Simon Bates to Lead MTV Asia Pacific

Kirsty Bloore assumes regional leadership of research

SINGAPORE/ SYDNEY, 26 SEPTEMBER 2016 - Viacom International Media Networks (VIMN) today announced executive appointments within the company's management team in Asia Pacific, which will be effective 1 October 2016.

Paras Sharma, previously Senior Vice President of MTV, Comedy Central & Paramount Channel brands, and Digital Media for Asia, will take on the position of **Senior Vice President & General Manager** for **Southeast Asia (SEA)**, and will continue to report directly to Mark Whitehead, Executive Vice President and Managing Director, VIMN Asia Pacific.

Simon Bates, Vice President of MTV, Comedy Central & Spike brands for Australia and New Zealand, is appointed **Vice President, Head of MTV Asia Pacific, and Comedy Central and Spike for Australia and New Zealand (ANZ)**. Bates will dual report to Whitehead for his MTV regional role and to Ben Richardson, Senior Vice President and General Manager in ANZ for his local brand leadership over MTV, Comedy Central and Spike.

Kirsty Bloore, Research Director for ANZ, is promoted to **Senior Director, Research for Asia Pacific**. Bloore will report to Amit Arora, Vice President of Strategy and Business Development, Asia Pacific and to Richardson for ANZ research support.

“I am delighted to announce leadership changes that further strengthen our existing leadership team in the region. Their appointments demonstrate how we’re combining the best talent and assets as we maximize operational and creative expertise in the company,” said Mark Whitehead, Executive Vice President & Managing Director, Asia Pacific.

About Paras Sharma

With a new focused leadership for the SEA team, Sharma will oversee the management and operations of the SEA business, identify new growth opportunities and develop VIMN’s strategic plan in SEA. He will remain as the Asia lead for VIMN’s digital and multiplatform business.

Over the last two years in Asia, Sharma has delivered a strong track record with high ratings growth for MTV and Comedy Central, introduced Paramount Channel, led the premiere of Nickelodeon Play in Singapore with Singtel, launched Comedy Central’s first Asia original production with Comedy Central Stand-Up Asia! and worked closely with VIMN Japan to launch the first Linear OTT channel MTV Hits in Japan.

About Simon Bates

Bates will lead the brand teams across Asia Pacific to grow the MTV brand and drive synergies across the different lines of businesses and platforms to support revenue growth across Asia Pacific. He will also maintain brand leadership for Comedy Central and Spike in ANZ.

Bates led MTV to its best year ever in Australia this year with record TV ratings and online engagement. He oversaw a busy year of portfolio expansion with the launch of Comedy Central online, and the premieres of Comedy Central and Spike on Fetch TV. He was credited with the development of hit social-series #MTVItGirls and the localization of UK-developed franchises Club MTV and MTV Brand New. Recently, Bates and his Sydney-based team took home two ASTRA Industry Excellence Award wins.

About Kirsty Bloore

With more than two decades of media and research experience, Bloore will provide the businesses with regional consumer and commercial insights, brands' performance reporting and forecasting.

Bloore has been instrumental in building recognition of the ANZ business as a leader in consumer insights by sharing key studies with the market.

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About Viacom International Media Networks

Viacom International Media Networks (VIMN), a unit of Viacom Inc. (NASDAQ: VIAB, VIA), is comprised of many of the world's most popular multimedia entertainment brands, including MTV, MTV LIVE HD, Nickelodeon, Nick Jr., Comedy Central, Paramount Channel, and more. Viacom brands reach more than 3.4 billion cumulative subscribers in 180+ countries and territories via more than 200 locally programmed and operated TV channels and more than 550 digital media and mobile TV properties, in 40 languages. Keep up with VIMN news by visiting the VIMN PR Twitter feed at www.twitter.com/VIMN_PR. For more information about Viacom and its businesses, visit www.viacom.com, blog.viacom.com and the Viacom Twitter feed at www.twitter.com/Viacom.

Contact:

Viacom International Media Networks

Adeline Ong, Senior Director, Corporate Communications, Asia

t: (65) 6420 7240 m: (65) 9366 7323 e: adeline.ong@vimn.com

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— Mark Whitehead, Executive Vice President & Managing Director, Asia Pacific



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