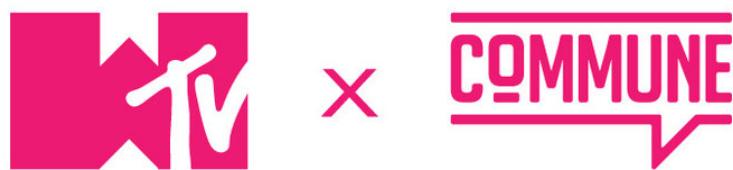




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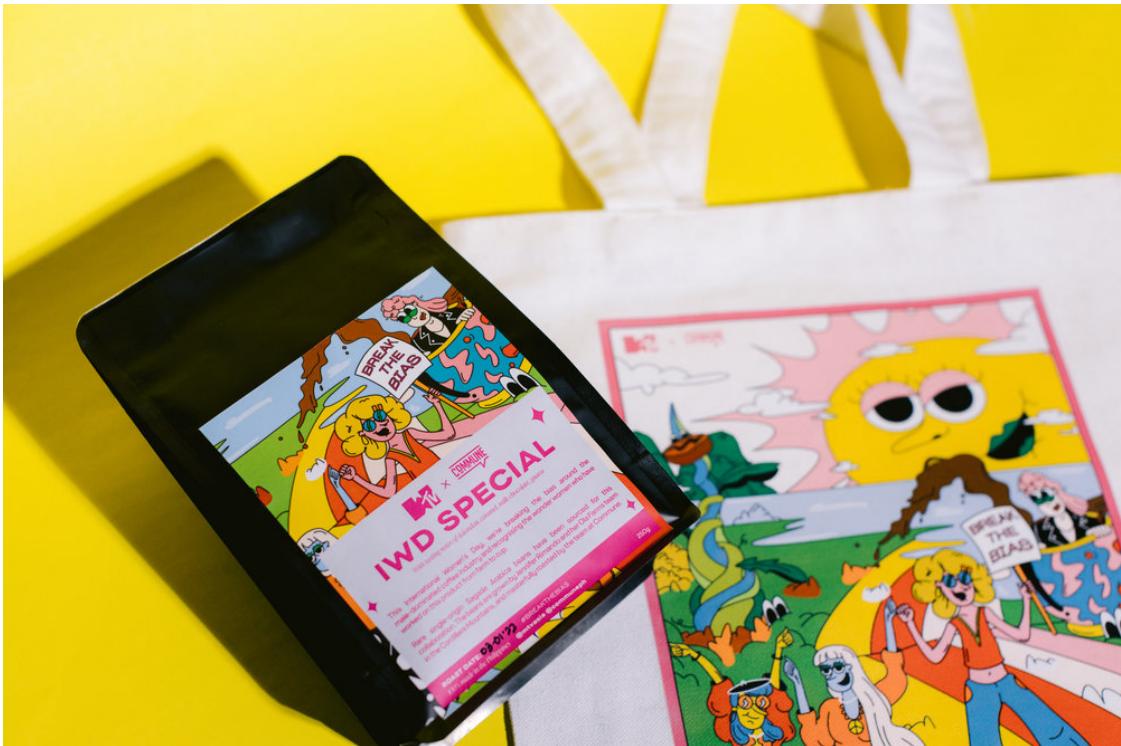
MTV brews up charity collaboration with local café Commune this International Women's Day to celebrate women everywhere

Grabbing a brew or catching the specials? Spread some love this IWD and tag us @mtvasia @communeph #BreakTheBias

Philippines, March 3, 2022 – MTV will be flipping its iconic logo and more in celebration of women everywhere for International Women's Day 2022. The campaign in the Philippines kicks off on March 8, with MTV championing the women behind the brews and bops through a special coffee bundle for charity, free cold brew giveaways and on-air specials featuring some of the most inspiring women in music and television.

MTV x Commune IWD Charity Bundle

Together with Filipina-owned café and coffee roaster Commune, MTV has produced a coffee bundle that comprises a limited-edition tote bag and a 250g bag of an exclusive coffee roast. 100% of the proceeds from the sale of these bundles will go towards supporting Filipina coffee farmers via the International Women's Coffee Alliance. Snag a bundle (or more!) online and in-store from March 8, at 880 PHP each.



Headed by third-generation entrepreneur and social good advocate Rosario Juan, Commune proudly serves 100% Philippine coffee with beans sourced locally and roasted in-house.

The exclusive MTV x Commune Coffee Roast

Rare single-origin Sagada Arabica beans have been sourced for this collaboration, with notes of *dalandan*, caramel, milk chocolate and guava in the cup. The beans are lovingly grown by Jennifer Rimando and her Ola Farms team in the Cordillera Mountains, and masterfully roasted by the team at Commune.



"We are proud and honored to collaborate with MTV for the #BreakTheBias campaign. MTV's influence and reach helps amplify the message that women in the Philippines, and around the world, play important roles and can do anything given the proper support. Especially here in the Philippines, #womenincoffee are instrumental to the growth of the local coffee industry and supporting them through the International Women's Coffee Alliance is just one example of uplifting an entire community through women empowerment," shared Rosario.

Raise a cuppa to the ladies! Drinks are on us!

Show your solidarity and support for women who #BreakTheBias and redeem free drinks on us! On March 8, the first 50 customers to walk into Commune's physical store in Makati and strike this year's IWD #BreakTheBias pose for our campaign can redeem up to two bottled cold brews each[1] – one for themselves, and another for a special woman in their life to let her know she's amazing.



MTV's on-air IWD specials

From March 8, MTV will be airing music specials and videos featuring some of the most powerful and inspiring women in music and TV. From Olivia Rodrigo to Madonna and Kacey Musgraves to Rita Ora, these women have blazed trails, kicked a** and literally rocked the world. Tune in on Tuesdays at 9.40pm.

About MTV Entertainment Group

MTV Entertainment Group reaches over 1.4 billion young people around the world across streaming, social and linear platforms in 180 countries and with more than 725 million social followers – making it one of the preeminent youth media companies in the world. Connecting with its audiences through nine iconic brands including MTV, Comedy Central, VH1, CMT, Pop, Logo, Smithsonian, Paramount Network and TV Land, MTV Entertainment Studios produces award-winning series, movies and documentary films.

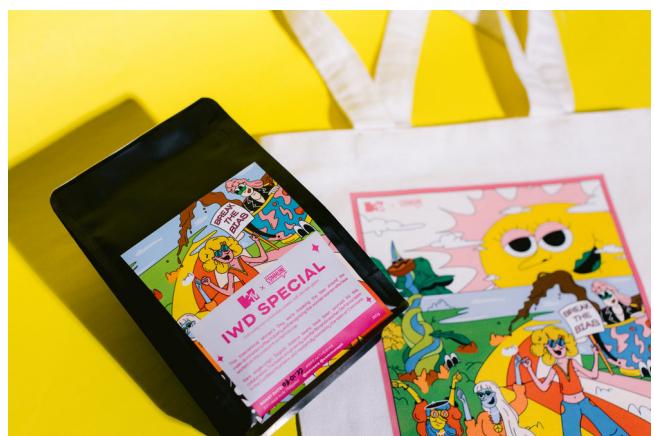
About Commune

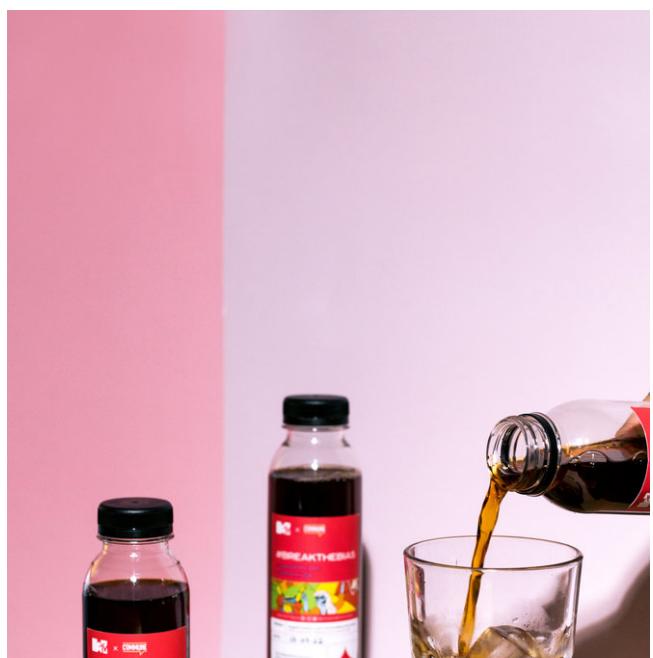
Commune is a hub for local coffee, conversations, and community right in the heart of Makati City. The cafe is proud to serve relationship coffees sourced from all over the Philippines since its inception in 2013. Commune has always sought to enrich the lives of the coffee-growing communities it collaborates with through the active promotion and support of the 100% Philippine products they produce.

[1] Terms and conditions apply.



COMMUNE





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ABOUT PARAMOUNT ASIA

Paramount Global (NASDAQ: PARA, PARAA) is a leading global media and entertainment company that creates premium content and experiences for audiences worldwide. Driven by iconic studios, networks and streaming services, its portfolio of consumer brands includes CBS, Showtime Networks, Paramount Pictures, Nickelodeon, MTV, Comedy Central, BET, Paramount+, Pluto TV and Simon & Schuster, among others. The company delivers the largest share of the U.S. television audience and boasts one of the industry's most important and extensive libraries of TV and film titles. In addition to offering innovative streaming services and digital video products, Paramount Global provides powerful capabilities in production, distribution and advertising solutions.

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