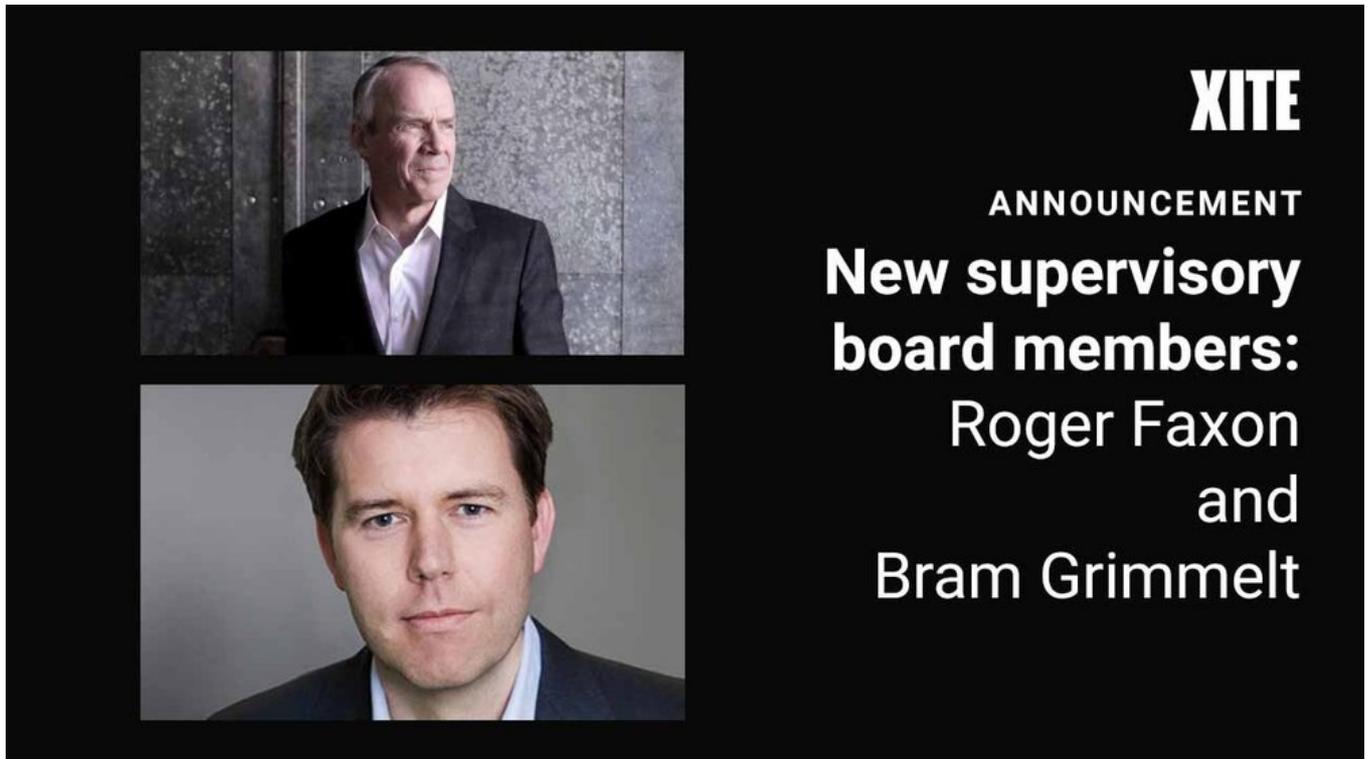


XITE

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XITE
ANNOUNCEMENT
**New supervisory
board members:
Roger Faxon
and
Bram Grimmelt**

XITE announces new supervisory board members: Roger Faxon and Bram Grimmelt

Music video platform XITE, is pleased to announce that two new members are joining its supervisory board. Coming from media, music, tech and private equity, the new board members bring years of experience to help accelerate XITE's growth.

Roger Faxon, former board member of Pandora and CEO of EMI, has served as Executive Vice President/COO at LucasFilm, Senior Executive Vice President at Columbia Pictures and was one of the founding partners of Mount Company. He's also a long term member of the board of ITV. Roger has been a member of the XITE advisory board for 5 years.

Bram Grimmelt has 16 years of experience in private equity investments and was previously a non-executive director on the board of 3 portfolio companies. Bram has held executive positions at Advent International, Waterland and Merrill Lynch and is currently a partner at bd-capital.

Following these appointments, the supervisory board will now consist of Pim Polak, Willem Sijthoff, Roger Faxon, and Brad Grimmelt.

For questions and/or more information:



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ABOUT XITE

XITE aims to offer the best music video experience in the world. Founded in the Netherlands, XITE now reaches 100 million households across Europe and North America through linear networks, interactive TV apps, and on-demand streaming services. The company revolutionized the way audiences experience music videos by allowing viewers to search, like, and skip through its entire catalogue, enjoy channels curated by its team of music experts and create their own channel based on a genre, decade style and mood using its unique Mixer feature. XITE has a full music video catalog through agreements with all major and top independent music labels and distributors.

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