



MYRIAD ANNOUNCES PARTNERSHIP WITH VIACOM IN LATIN AMERICA

Zurich, Switzerland, August 26th 2015 – Today, Myriad Group AG (SIX Swiss Exchange: MYRN) announces it has partnered with global media giant Viacom to deliver a unique, content engagement experience for users of Versy in Latin America.

Versy users can now discover, share and engage in conversation about content from their favourite shows from leading brands MTVLa, Comedy Central, Nickelodeon and Paramount Channel.

“Our audience is becoming increasingly digitally sophisticated, Versy presents us with an exciting opportunity to develop a complimentary audience platform to engage with on mobile” explained Eduardo Lebrija, Senior Vice President and General Manager, Viacom The Americas Mexico.

Stephen Dunford, Myriad’s CEO comments, “As the Versy brand continues to grow in Latin America, we are extremely pleased to be partnering with Viacom to offer a truly compelling service to teens and millennials. These content brands are relevant for our users and we’re already seeing positive engagement with the new channels on Versy”.

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About Myriad

Myriad Group AG (SIX Swiss Exchange: MYRN) is a software company that helps create and connect communities across mobile. Myriad delivers consumer OTT messaging applications, mobile operator messaging services, and embedded software to leading OEM’s, mobile operators and pay TV providers worldwide. Myriad’s market leading services enable hundreds of millions of consumers to discover, explore and join a world of conversation in the simplest way.

The company has its headquarters in Zurich, Switzerland, and principal offices in London, Chengdu, Paris, Mexico City, Sao Paulo and San Francisco.

About Viacom

Viacom is home to the world's premier entertainment brands that connect with audiences through compelling content across television, motion picture, online and mobile platforms in over 160 countries and territories.

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