

Successful first year for Media Carrier UK

(Munich, 22 November 2016) – Vertical take-off in the UK: One year after establishing its branch in London, Media Carrier, a subsidiary of the media and logistics company MELO Group, is pleased with the positive response to the Media Box in the British Isles, despite the uncertainty surrounding Brexit.

2016 was a difficult year for the British market – fear of terrorism, political turmoil and the EU referendum influenced the economic situation. However, Media Carrier, which opened its first subsidiary outside Germany in Britain during October 2015, faced all of these challenges boldly: With its innovative product idea, the Media Box, the digital company immediately impressed its core target group – primarily airlines and hotels – and already has several new customers on its reference list after just a year in the British market. Media Carrier UK certainly benefits from the popularity of digital media in the United Kingdom.

"With the concept of our digital Media Box, we have already managed to win major customers, such as Virgin Atlantic, which offers our e-paper media library in its Clubhouse lounges," says Patrick King, Commercial Director of Media Carrier UK. "An important factor of our success in the UK market is the fact that our subsidiary in London allows us to make better use of the proximity to British publishers. In the publishing sector, this has enabled us to add new newspapers and magazines to our e-paper range, which now includes over 50 British titles. The Audit Bureau of Circulations (ABC UK) offers accreditation for Digital Circulation management that allows suppliers to demonstrate their capability to support the reporting of digital editions. For this reason, we are working with ABC to obtain accreditation as soon as possible as a service to our customers," he adds. From its British subsidiary, Media Carrier can be even more actively involved in market developments and devise new services with existing partners. This has also allowed the digital experts to conclude a partnership agreement with the technology service provider Acentic, which has integrated the Media Box into its digital service offering for hotels. In addition, Media Carrier UK itself is already in close contact with several hotels and is about to conclude contracts.

Thanks to a favourable first year balance for the British subsidiary, Media Carrier feels reaffirmed in its growth strategy. This is illustrated by the fact that the digital media division of the MELO Group recently opened a subsidiary in the equally important core market of the USA.

Media Carrier GmbH currently supplies several well-known international airlines and around 1,000 luxury hotels worldwide with its technical development, the Media Box. The target group

also includes train, bus and cruise companies. The wide range of national and international e-papers offered by the Media Box provides travellers with outstanding service value: Media Carrier develops customised solutions together with the customer – personal presence, direct and fast communication channels and individual on-site support optimise all coordination processes.

The Media Box, which Media Carrier offers as an exclusive service to tourism companies in particular, operates as a web-based service and can be easily and conveniently used with any web-enabled device. To download their preferred business magazine or their usual morning paper, guests connect to the Media Box of the airline or hotel and gain access to their own personal reading material.

Newspapers and magazines are presented unabridged and in the same layout used in the print versions, and can be browsed through easily and intuitively. Even after downloading, the downloaded publications remain available to the reader for an unlimited time.

About Media Carrier

Established in 2011, the company is a subsidiary of the Munich-based MELO Group, whose central divisions are built on the two pillars: media and logistics. Media Carrier specialises in marketing and distributing digital content. It supplies the travel industry with e-papers through the Media Box. The digital media library is now successfully deployed with e.g. Lufthansa, Austrian Airlines and Eurowings as well as in more than 1,000 luxury and five-star hotels worldwide.

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