



## ALTICE EUROPE ANNOUNCES COLLABORATION WITH AMAZON PRIME VIDEO

SFR OF ALTICE OPERATIONS IS THE FIRST FRENCH PAY TV SERVICE TO ANNOUNCE A COLLABORATION WITH AMAZON PRIME VIDEO, MAKING AMAZON ORIGINALS SUCH AS THE BOYS OR RAPHAEL VARANE: DESTIN DE CHAMPION AVAILABLE SOON TO SFR CUSTOMERS IN FRANCE, AND WILL FOLLOW FOR CUSTOMERS IN PORTUGAL, ISRAEL AND THE DOMINICAN REPUBLIC

**Paris, August 26, 2019** - Altice Europe, a convergent leader in telecoms, content, media, entertainment and advertising, today announced a collaboration with Amazon Prime Video to make the best content and viewing experience available to its SFR customers in France.

SFR will be the first of Altice operations and the first operator in France to announce the Prime Video app within its LaBox SFR Fibre, SFR Box Plus and SFR Box 8 set-top boxes.

The launch adds award-winning and critically acclaimed Amazon Originals *The Marvelous Mrs. Maisel*, *Good Omens*, *Tom Clancy's Jack Ryan*, *The Grand Tour*, *The Boys*, *The Man in the High Castle*, *American Gods* and the highly-anticipated *Carnival Row*, an American neo-noir fantasy web television series with Orlando Bloom and Cara Delevingne launching this fall. SFR customers will also have access to local Originals like *Jérôme Commandeur: Tout en douceur* and *Raphael Varane: Destin de Champion*, and popular French and Hollywood movies. A large selection of titles on Prime Video are available in Ultra High Definition (UHD) and HDR.

The deal further enhances Altice's strategy to combine the very best over-the-top online video apps and offerings from major streaming players, with its own world-class content and TV functionality, in a seamlessly-integrated experience. Customers can search, access and enjoy the top movies and series they love with the convenience and flexibility of a single platform – powered by ultrafast broadband networks that enable high-quality, buffer-free viewing. This launch will come right after the launch of Amazon Alexa within SFR Box 8 and will be fully integrated.

Alain Weill, Altice Europe CEO, Altice France Chairman and CEO commented, "We're excited to collaborate with Amazon to deliver its highly-popular content, including Amazon Originals and Exclusives, directly to our consumers. We know our customers want to see their favorite shows and programming on their big screen at home, and our collaboration with streaming services like Amazon continues to make that happen. This collaboration with Amazon reinforces our track record of teaming with the best to give our customers unbeatable content. SFR customers will soon be able to seamlessly search for and watch incredible Amazon Prime Video programming directly from their box in the highest possible quality."

Jay Marine, Vice President, Amazon Prime Video Europe, commented: "Our collaboration with SFR is fantastic news for our customers in France who will now be able to watch Prime Video on their SFR set-top box with the same remote they use everyday, including thousands of movies, TV series, and award-winning Amazon Originals such as the new cult hit *The Boys*, *Tom Clancy's Jack Ryan*, *The Marvelous Mrs Maisel*, *Good Omens*, and *Jérôme Commandeur: Tout en douceur*".



Soon, SFR customers will be able to access the Prime Video application through SFR applications and will be accessible to SFR mobile customers. The launches in Portugal, Israel and Dominican Republic will follow soon.

#### About Altice Europe

Altice Europe (ATC & ATCB), listed on Euronext Amsterdam, is a convergent leader in telecoms, content, media, entertainment and advertising. Altice delivers innovative, customer-centric products and solutions that connect and unlock the limitless potential of its over 30 million customers over fibre networks and mobile broadband. Altice is also a provider of enterprise digital solutions to millions of business customers. Altice innovates with technology, research and development and enables people to live out their passions by providing original content, high-quality and compelling TV shows, and international, national and local news channels. Altice delivers live broadcast premium sports events and enables its customers to enjoy the most well-known media and entertainment.

#### A propos d'Amazon Prime Video

Les membres du service Amazon Prime Video peuvent visionner les créations Amazon Prime Original où et quand ils le souhaitent avec l'appli Amazon Prime Video pour smartphone et tablette Android et iOS, sur les tablettes Fire, le Fire TV Stick, les téléviseurs Smart TV LG et Samsung, les TV Android TV by Sony, sur PlayStation 3 et 4, Xbox One et Apple TV ou en ligne sur PrimeVideo.com. Tous les titres sont également téléchargeables sur tablette ou smartphone pour être vus en mode déconnecté. Les membres peuvent visionner les programmes en anglais, avec les sous-titres en français, italien, portugais ou espagnol. Certains programmes sont ou seront bientôt doublés. Outre les milliers de films et d'épisodes disponibles sur Amazon Prime Video, les membres Amazon Prime bénéficient d'avantages toujours plus nombreux, parmi lesquels la Livraison en 1 jour ouvré, Amazon Prime Music, Amazon Prime Live Events, Amazon Prime Reading, Amazon Prime Photos, un accès prioritaire aux Ventes Flash et bien plus encore. Les clients Amazon qui ne sont pas encore membres Amazon Prime peuvent s'inscrire pour un essai gratuit de 30 jours sur [amazon.fr/prime](https://amazon.fr/prime).