

## Alfa Sports now on Cablevision

**Beirut – Lebanon, February 2019:** Alfa, managed by Orascom TMT, announces that the Alfa Sports app, the exclusive broadcaster of the Alfa Basketball and Volleyball Championships as well as other sports activities, is now available on the Cablevision network thanks to an agreement signed between Alfa CEO and Chairman, Mr. Marwan Hayek and Cablevision’s CEO, Ms. Samar Khalil.

Under the agreement, all Cablevision subscribers in Lebanon will be able to watch Alfa Sports's premium content in HD for a \$20 subscription until the end of the 2018-2019 season.

The agreement is part of Alfa's plan to promote the spread of the app as a visionary and modern product, gradually from smartphone to Smart TV and now on the widely-spread Cablevision network.

It also comes in the context of Alfa’s strategy aimed at offering solutions for rescuing national sport and contributing to its development.

“With this agreement, Alfa enters the world of the big screen, confirming our digital transformation and transition from a traditional operator to a content and multi-services provider”, Hayek said. He added: “Through Alfa Sports, we have fundamentally changed the content world and introduced a main pillar in the framework of the integration in the world of 5G and the Internet of things, which will enormously change our lives.” He pointed out that “the launch of Alfa Sports in October 2018 was a project aiming to rescue Lebanese sports. Since the start, we have developed an integrated strategy for the app to embrace the Lebanese sports and be accessible to all sports lovers. This step comes in the context of achieving this strategy”. Hayek concluded: “With this partnership, Alfa Sports has become the 210<sup>th</sup> channel that joins the Cablevision family.”

Commenting on the agreement, Khalil said: “In our continuous quest to fulfil our Cablevision customers’ needs, we are pleased to announce our agreement with Alfa. This partnership allows us, once again, to provide Cablevision subscribers with the best TV experience, by offering the widest selection of premium home entertainment channels delivered through a High Definition picture and superb sound quality”.