

Opfikon, 26 August 2024

BOARD BIOGRAPHIES

Adam Bird

Adam Bird, a U.S. citizen, has over 30 years of experience advising clients in, among others, the telecommunications, media, advertising and content industries, most recently as a senior partner and the global head of Consumer Technology & Media at McKinsey & Company. Prior to McKinsey & Company, Mr. Bird was a senior partner at Booz Allen Hamilton, where he was the managing director of Global Consumer & Media Practices. Mr. Bird is a member of the Board of Trustees of the Paley Center for Media and Board of Trustees of Wesleyan University. He holds a B.A. from Wesleyan University.

Ingrid Deltenre

Ms. Deltenre, a Swiss citizen, has over 25 years of experience in the media industry, having previously served as CEO of Publisuisse and Swiss Television. In her role as CEO of Swiss Television, she spearheaded the modernization of the organization, focusing on digital transformation, content diversification and audience engagement. From 2010 to 2017, Ms. Deltenre served as the Director General of the European Broadcasting Union, a global association of European broadcasters. Ms. Deltenre is a director of Givaudan SA, DHL Group, Banque Cantonale Vaudoise, BCV, as well as Swiss Post Solutions and was formerly a member of the board of directors of Sunrise from 2018 to 2020. Ms. Deltenre holds a M.A. in Journalism and Educational Sciences from the University of Zurich.

Michael T. Fries (Chair)

Mr. Fries, a U.S. citizen, has nearly 40 years of experience in the telecom and media industry. He is the Chief Executive Officer of Liberty Global, a position he has held since 2005, and a co-founder of its predecessor over three decades ago. Mr. Fries has overseen the company's growth into a world leader in converged broadband, video and mobile communications services with operations established in 50 countries during that time frame and over \$200 billion in historical transactions. Today Liberty Global serves an aggregated 85 million fixed and mobile connections in Europe, generating \$25 billion in aggregate revenue. He has led Liberty's investments and operations in Switzerland since 2005. Mr. Fries also serves as the Executive Chairman of Liberty Latin America Ltd. and a board member of Lions Gate Entertainment Corp., Lionsgate Studios Corp. and Grupo Televisa S.A.B. He serves on the Cable Labs board, is a trustee and finance committee member of the Paley Center for Media and an ICT Governor of the World Economic Forum. Throughout his career, Mr. Fries has received numerous recognitions, including inductions into the Cable Hall of Fame and the Broadcasting & Cable Hall of Fame and Ernst & Young's Entrepreneur of the Year in Media, Entertainment and Communications. Mr. Fries holds a B.A. from Wesleyan University and an M.B.A. from Columbia University.

Thomas D. Meyer

Thomas D. Meyer, a Swiss citizen, has been an operating partner at BLR Partners AG since 2020. Prior to that, he spent over 30 years at Accenture in various national and international management roles, most recently as Managing Director and CEO Accenture Switzerland. He was formerly the Chairman of Sunrise from 2020 to 2021 and is currently the Chairman of CelsiusPro AG and Swisscontact Foundation. He also sits as a member of the board of directors of Osterwalder AG, Noser Management AG, Neue Zürcher Zeitung AG, Akros AG, Yarowa AG, Artemis Holding AG and BLR Capital AG. In addition, Mr. Meyer is a member of the Supervisory and the

Shareholder Board of Apleona GmbH in Germany. Mr. Meyer holds a Master of Business Administration from University of St. Gallen.

Catherine Mühlemann

Ms. Mühlemann, a Swiss citizen, has over 25 years of experience in the media, telecommunications and e-commerce industries, having previously served in leadership roles at Andmann Media Holding from 2008 to 2015. Between 2001 and 2008, Ms. Mühlemann held various positions at Viacom International Media Networks (formerly known as MTV Networks), including as the CEO of Central Europe and Emerging Markets and as Chair of the board of Viva Media AG. Prior to this, Ms. Mühlemann was the program director of TV3 in Switzerland, where she was responsible for its programming strategy and content development. From 1994 to 1998, Ms. Mühlemann was a media counsellor at Swiss public television. She also has significant commercial and consulting experience, having founded Boheme Living GbR and Ni Fravi Group GmbH. Ms. Mühlemann is a current member of the supervisory boards of CH Media TV AG, Jungfrau Holding AG and is President of the SWISS FILMS Foundation. She has also served on numerous boards of directors and supervisory boards in the past, including Samedia AG, Telecolumbus AG, Swisscom AG and Kabel Deutschland Holding AG (now part of Vodafone), among others. Ms. Mühlemann holds degrees from the University of Berne, the University of St. Gallen and the Swiss Academy for Marketing & Communications (SAWI).

Enrique Rodriguez

Mr. Rodriguez, a U.S. citizen, has been the Executive Vice President & Chief Technology Officer of Liberty Global since July 2018. Mr. Rodriguez has over 35 years of experience in high-technology and Fortune 500 global businesses. He previously served as the President, Chief Executive Officer and a director of TiVo Corporation (TiVo) from November 2017 to July 2018. Prior to joining TiVo, Mr. Rodriguez was Executive Vice President and Chief Technology Officer of AT&T Entertainment Group from August 2015 to November 2017. From January 2013 to July 2015, he served as Executive Vice President, Operations and Products for Sirius XM and was Group Vice President of Sirius XM from October 2012 to January 2013. Prior to his employment with Sirius XM, Mr. Rodriguez was the Senior Vice President and General Manager of Cisco Systems' Service Provider Video Technology Group. Mr. Rodriguez holds a BS in Electronics & Communications Engineering from Instituto Tecnológico de Monterrey, Mexico.

Lutz Schöler

Mr. Schöler, a German citizen, has over 25 years of experience in the telecommunications industry, currently as the Chief Executive Officer of Virgin Media O2, a position he has held following the £31bn merger of the Virgin Media and O2 businesses in 2021. From June 2019 to May 2021, he served as the CEO of Virgin Media, after spending ten months as the company's Chief Operating Officer. Prior to his time at Virgin Media, Mr. Schöler was CEO of Unity Media from January 2011 to July 2018. Earlier in his career, Mr. Schöler held several senior management roles with the Telefónica O2 group, including leading the integration of Hansenet Telekommunikation GmbH as its CEO in Germany following its acquisition by Telefónica O2 in 2010. Mr. Schöler holds a degree in business administration from Universität Augsburg and M.B.A in economics from Universität Augsburg.