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MEDIA RELEASE

MULTIChoice TO AIR THE PRESTIGIOUS EARTHSHOT PRIZE AWARDS CEREMONY ON SCREENS ACROSS AFRICA

Johannesburg, 29 November 2022: The MultiChoice Group, an official African media broadcast partner for The Earthshot Prize, will air the prestigious competition's annual awards ceremony which will be filmed at the MGM Music Hall in Boston, United States.

The second annual Earthshot Prize awards ceremony will be taped in Boston on Friday, 2 December. The five winners of competition will be announced by a line-up of presenters including Academy Award-winning actor Rami Malek, actor, screenwriter and comedian Catherine O'Hara, as well as actor and advocate Shailene Woodley.

Each winning solution will be awarded £1 million in prize funding to help support and scale their innovations, with the potential to repair our planet.

"MultiChoice's extensive footprint on the continent – reaching 22.1 million households across 50 countries – will ensure that Africans get front row viewing of one of the most important climate-change initiatives of our time," said Imtiaz Patel, MultiChoice Group Executive Chairman.

The African entertainment company aims to not only educate communities on climate change with the partnership, but to also encourage innovators to pitch their solutions, inspire other corporates to join the fight against climate change and to motivate governments to prioritise climate change as part of their national agendas.

This year, finalists from Africa include Kenyan founder of Mukuru Clean Stoves, Charlot Magayi and Filip Lövström, CEO and co-founder of ROAM, an electric vehicle manufacturer also based in Kenya.

Growing up in Mukuru, one of Nairobi's largest slums, Charlot sold charcoal for fuel. That charcoal was the cause of regular respiratory infections for her and her neighbours. Then, in 2012, her daughter was severely burnt by a charcoal-burning stove. Seeking a better solution, Charlot founded Mukuru Clean Stoves in 2017.

ROAM was founded in 2017 as a research project at a Swedish university, after Filip spotted an opportunity: electric vehicles made in Africa, designed for the African market. In Kenya, motorcycle taxis are the easiest and cheapest way to get around – but the ubiquitous *Boda Boda*s are major polluters. These motorcycles are among the highest CO2 emitting vehicles on the market. Electric alternatives are either unreliable, of poor quality or too expensive for most Kenyans.



This year's awards will feature unforgettable performances from singer-songwriter and activist Annie Lennox, Grammy award-winning singer-songwriter Billie Eilish, R&B duo and actresses Chloe x Halle and English singer Ellie Goulding.

The global environmental prize founded by Prince William in 2020, and the following year, three African organizations were selected as finalists – Sanergy from Kenya, Reeddi Capsules from Nigeria and Pole Pole Foundation from the Democratic Republic of Congo.

By spotlighting eco-innovators and their solutions, the Prize aims to spark the world's collective imagination to drive a collective mindset of urgent action on the issue of climate change.

The award ceremony will air on MultiChoice channels across Africa on Monday 5 December:

- Africa Magic Family (17:00 WAT)
- One Zed (18:00 CAT)
- Newzroom Afrika (21:00 CAT)
- Maisha Magic East (17:00 EAT)

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About MultiChoice Group

MultiChoice Group (MCG), which listed in the Main Board of the JSE on 27 February 2019, is one of the fastest-growing video entertainment providers globally, delivering entertainment products and services to 21.8m households across 50 countries on the African continent. Its track record of more than 30 years is reflective of a commitment to provide audiences with only the best local, sport and international content.

MCG's strong partnerships with distributors, installers and telecommunication companies, along with its well-established payment solutions, competitive pricing and choice of viewership packages continue to secure its place in the global market, while also providing solutions unique to the African market. Its direct-to-home (DTH), digital terrestrial television (DTT) and over-the-top (OTT) solutions enable the business to stay relevant and aligned to changing consumer habits while capturing new markets.

Content is at the very core of the business. MCG aims to deliver quality content anywhere, anytime and on any device through a comprehensive video entertainment offering at different price points. As pioneers in African video entertainment, MCG plays an important role in making information and entertainment easily accessible to Africans.

MCG aims to secure content rights in a manner that is cost-effective and reflective of the diversity of its audiences. Its substantial portfolio includes award-winning local content (a key differentiator in its service offering), a leading sport offering (including production



capabilities) and access to international content, which is all shared on the group's platforms: DStv, GOtv, Showmax, M-Net and SuperSport.

MCG has superior technology capability through the security solutions that Irdeto, its technology company, brings to the group. These solutions enable MultiChoice to protect its investment, create new offerings and combat cybercrime. With 50 years' expertise in software security, Irdeto's software security solutions and cyber services protect over 5bn devices and applications for some of the world's best brands.

Social Media: @EarthshotPrize #EarthshotPrize #EarthshotBoston2022
www.earthshotprize.org

About The Earthshot Prize

Founded by Prince William and The Royal Foundation in 2020, The Earthshot Prize is a global environmental prize to discover, accelerate and scale ground-breaking eco-solutions to repair and regenerate the planet. Inspired by President John F. Kennedy's Moonshot, which united millions of people around the goal of reaching the moon, The Earthshot Prize aims to catalyze an Earthshot challenge to urgently encourage and scale innovative solutions that can help put the world firmly on a trajectory towards a stable climate, where communities, oceans and biodiversity thrive in harmony by 2030. The five challenges are: Protect and Restore Nature; Clean our Air; Revive our Oceans; Build a Waste-free World; and Fix our Climate.

The Prize aims to turn the current pessimism surrounding environmental issues into optimism but championing inspiring leadership and helping to scale incredible cutting-edge solutions. It will discover 50 winners over 10 years with the power to repair the planet. More than a prize, The Earthshot Prize works in partnership with a Global Alliance of Partners to support the scaling of the solutions discovered and selected each year.

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