



SivooTV Eclipses Two Million Downloads

PHILADELPHIA, PA, USA, January 2, 2023 — Sivoo, Inc., a global network offering data services and streaming of multicultural on-demand entertainment programming, announced today that SivooTV has added another million user downloads from mobile stores worldwide.

“We are very excited about passing yet another internal milestone,” said Burhan Fatah, Ph.D., Chief Executive Officer. He adds, “As more adopt SivooTV, as an entertainment viewing preference, we get closer to that magic number representing critical mass; whereby word-of-mouth will become our largest marketing driver, thereby accelerating growth substantially.”

With users from over 150 countries, Sivoo is has achieved “multi-million users” status around the turn of the new year with minimal marketing spend building adoption in select markets. The organic growth still persists in our largest markets.

About SIVOO

Founded in 2000, Sivoo, Inc. was a video streaming pioneer, implementing a content network with on-demand multicultural entertainment over the Internet. Looking forward, with 2M+ users in over 150 countries, serving telcos and mobile operators globally, Sivoo offers network-based data services including their proprietary video platform providing both ad-supported and subscription streaming of thousands of content hours to connected, enabled devices.

Sivoo is headquartered in Philadelphia, Pennsylvania, USA.

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For more information about Sivoo, please visit <http://www.sivoo.com>.

SAFE HARBOR STATEMENT

The statements contained in this press release that are not historical facts are forward-looking statements based on current expectations of future events that involve risks and uncertainties including, without limitation, risks associated with the inherent uncertainty of the timing and success of high technology hardware and software research; new product development; the market pricing of media

content and related products and services; changes in consumer demand for Internet access to media content, commercialization of new products and services; Internet or network outages or failures; breaches of internet, network, or system security; changes in network infrastructure, transmission methods and broadband technologies; adoption of new broadband internet access technologies; economic conditions including interest and currency exchange rate fluctuations; changes in generally accepted accounting principles; the impact of competitive products or services; trade buying patterns; wars or terrorist acts; product liability and other types of lawsuits; the impact of legislation and regulatory compliance; and patent, licensing, and other intellectual property risks and uncertainties. Actual results may vary materially from the forward-looking statements. The Company assumes no obligation to publicly update any forward-looking statements, whether as a result of new information, future events or otherwise. When used in this release and documents referenced, the words “believes,” “expects,” “may,” “should,” “seeks,” or “anticipates,” and similar expressions as they relate to Sivoo or its management are intended to identify such forward- looking statements.