

SIMPLIFIED NOTIFICATION OF A CONCENTRATION

BETWEEN

Platinum Equity Small Cap Fund II, L.P.

AND

Anuvu Corporation

22 August 2025

Contains business secrets

1 CONTACT INFORMATION

1.1 Notifying party

Name: Platinum Equity Advisors, LLC
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Telephone: + 47 909 66 843 / +47 900 91 646
E-mail address: eve@thommessen.no / iem@thommessen.no

1.2 Target

Name: Anuvu Corporation
Company reg no.: 3782467
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Phone number: +1 (304) 918-8607
E-mail: Sarah.moore@anuvu.com

2 TYPE OF CONCENTRATION

Pursuant to the equity purchase agreement dated 30 July 2025, Summit IFC Acquisition Corporation and Summit MTS Acquisition Corporation, registered in Delaware (together the "**Purchaser**") have entered into an agreement to acquire the business of Anuvu Group by acquiring all issued and outstanding shares of Anuvu IFC Corporation, registered in Delaware, Emerging Markets Communications Deutschland GmbH, registered in Germany, and Anuvu Holdings 2 LLC, registered in Delaware (together the "**Target**" or "**Anuvu**") (the "**Transaction**"). Prior to closing, the Anuvu Group will undertake an internal restructuring. The Purchaser and Anuvu are together referred to as the "**Parties**".

The Purchaser is (indirectly) managed by Platinum Equity Advisors, LLC and ultimately controlled by [REDACTED] ("**Platinum**").

The combined turnover in Norway of Platinum and the Target exceeded NOK 1 billion and the Norwegian turnover of each of Platinum and the Target exceeded NOK 100 million in 2024. The Proposed Transaction thus triggers a merger control notification requirement pursuant to Section 17 of the Norwegian Competition Act, cf. Section 18.

In addition to Norway, the Transaction will also be notified to the competition authorities in Saudi Arabia, Serbia, and Turkey.

3 THE CONDITIONS FOR SUBMITTING SIMPLIFIED NOTIFICATION ARE SATISFIED

This notification is filed to the Norwegian Competition Authority pursuant to Section 18 cf. Section 18a fourth paragraph of the Norwegian Competition Act, cf. the Regulation on the Notification of Concentrations Section 3 second paragraph.

Platinum and Anuvu neither have activities within the same product or geographical markets (horizontal overlaps), nor any vertically linked markets (vertical overlaps). The Transaction therefore qualifies for a simplified notification in accordance with Section 3 first paragraph, item 3, litra a, of the Regulation on the Notification of Concentrations.

4 THE STRUCTURE AND BUSINESS AREAS OF THE UNDERTAKINGS

4.1 Notifying party

Platinum consists of certain entities that are directly or indirectly managed and / or advised (including through intermediaries and funds) by Platinum Equity Advisors, LLC and ultimately controlled by [REDACTED]

Platinum's principal place of business is 360 North Crescent Drive, South Building, Beverly Hills, California 90210, United States of America. Platinum has operations worldwide.

Platinum Equity Small Cap Fund II, L.P. is the sole owner (100%) of the purchasing entities, i.e. Summit IFC Acquisition Corporation and Summit MTS Acquisition Corporation.

The structure chart of the fund is attached as:

Appendix 1: Structure chart of Platinum Equity Small Cap Fund II, L.P. (confidential)

Platinum specializes in the merger, acquisition and operation of companies that provide services and solutions to customers in a broad range of businesses, including information technology, telecommunications, logistics, metal services, manufacturing and distribution.

Platinum typically engages in an operational restructuring of the companies that it acquires, with a focus on improving operational performance and re-orienting the business to meet customer demands in changing markets. Following the Transition and restructuring period, the companies of Platinum are expected to operate as standalone businesses, with the management team at the company responsible for day-to-day management of the business.

In 2024, Platinum generated a global turnover of approx. EUR [REDACTED] million.

The list of Platinum controlled portfolio companies and their activities is attached as:

Appendix 2: Platinum's portfolio companies (confidential)¹

More information on Platinum is available here: <https://www.platinumequity.com/>.

More information on the portfolio of Platinum is available here: <https://www.platinumequity.com/our-companies/>

4.2 Target

Anuvu is a Delaware corporation headquartered in Lombard, Illinois. Anuvu also has offices in New Jersey, Illinois, California, Texas, Canada, Argentina, the Netherlands, the United Kingdom, Spain, Germany, Sweden, United Arab Emirates, India, Singapore, and Hong Kong. Its main business activities are in the U.S.

The structure chart of Anuvu is attached as:

Appendix 3: Structure chart of Anuvu (confidential)

Anuvu is a provider of media content and satellite-based connectivity to global mobility markets across air and sea. Anuvu offers a suite of media content and connectivity solutions that cover the globe. Anuvu's business is comprised of two operating segments: Media technology services and connectivity.

Through the media technology services segment, Anuvu provides:

- Film, audio and TV licensing services, which allow it to procure, manage and distribute video and audio programming for airline, maritime and other "away from home" non-theatrical markets. Anuvu delivers content compatible with its own systems as well as with a multitude of third-party in-flight entertainment ("IFE") systems. Anuvu acquires non-theatrical licenses from producers and distributors, and licenses the content to airlines, maritime companies, non-theatrical customers, and other content service providers. In addition to the content licenses, Anuvu provides the content literature for the seat-back inflight magazine, trailers for the website, and metadata for IFE systems.
- Games and application licensing services, which allow it to produce games customized to suit the in-flight environment and license applications for use on airline customer's IFE systems. These applications allow airlines the ability to present information and products to its

¹ In 2024, the portfolio companies with turnover in Norway were:

customers (i.e., passengers) such as their food and beverage menu offerings, magazine content, and flight locations.

- Corollary services such as: (i) TV services for cruise ship customers including the provision of equipment, as well as installation and repair services (provided through third parties); (ii) the sale of airline advertising spots; (iii) technical services such as encoding, editing and metadata services, as well as language subtitle and dubbing services and (iv) ad hoc services connected with the delivery of games and applications.

The connectivity segment provides Anuvu's customers, including their passengers and crew, with (i) Wi-Fi connectivity via satellite transmissions that enable access to the Internet, live television, on-demand content, shopping and travel-related information and (ii) operational solutions that allow customers to improve the management of their internal connectivity operations. Anuvu's activities in this segment includes Inflight Connectivity ("IFC") services which provide airlines with the capability to provide passengers with wireless access to the Internet and inflight entertainment. Anuvu also offers teleport services through its proprietary teleports located in Germany and the United States.

In 2024, Anuvu generated global turnover of approx. USD [REDACTED] million.

More information about Anuvu can be found at: <https://www.anuvu.com/>

5 TURNOVER AND OPERATING RESULT IN NORWAY FOR THE LAST FISCAL YEAR (2024)

Name	Turnover (in thousand NOK)	Operating result (in thousand NOK)
Platinum	[REDACTED] ²	N/A ³
Anuvu	[REDACTED] ⁴	N/A ⁵

6 NO HORIZONTAL OR VERTICAL OVERLAPS

While Anuvu is a provider of media content and satellite-based connectivity to global mobility markets across air and sea, none of Platinum's portfolio companies are active within those industries.

² Turnover in NOK is calculated based on the Norwegian Banks average currency rates for EUR/NOK in 2024.

³ Platinum does not maintain its operating result in Norway in the ordinary course of business.

⁴ Turnover in NOK is calculated based on the Norwegian Banks average currency rates for USD/NOK in 2024. [REDACTED]

[REDACTED] This revenue is not reflected in the table.

⁵ Anuvu does not maintain its operating result in Norway in the ordinary course of business.

Further, none of Platinum's portfolio companies are active within the same business areas vertically related to those of Anuvu. Accordingly, the Transaction does not have any effect on any related markets.

As the Parties do not have any overlapping activities, an overview of the Parties' main competitors, customers and suppliers will not be provided, cf. the Norwegian Regulation on the Notification of Concentration section 3 second paragraph, litra d.

7 ANNUAL REPORTS AND FINANCIAL STATEMENTS

Appendix 4: Platinum Annual Report and Financial Statement of 2024 (confidential)

Appendix 5: Anuvu Annual Report and Financial Statement of 2024 (confidential)

8 DISCLOSURE/PUBLIC ACCESS

This notification contains business secrets, cf. Section 18 b of the Competition Act. A proposal for a public version of the notification is enclosed. Enclosed is also an overview which explains why each type of redacted information constitutes business secrets. This explanation document is also considered as business secrets in its entirety.

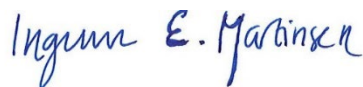
Appendix 6: Public version of the notification

Appendix 7: Justification of business secrets

In the event that the notification or other documents in the case are not published on the Competition Authority's website, we kindly ask to be notified should the Competition Authority receive any requests for access to such documents.

Best regards

Advokatfirmaet Thommessen AS



Ingunn Egeland Martinsen
Senior Associate