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**CHOICE NV LISTS ON EURONEXT ACCESS BRUSSELS****THIRD BELGIAN PARTICIPANT OF TECHSHARE – EURONEXT’S PRE-IPO PROGRAMME – TO GO PUBLIC**

**Brussels – 26 February 2021** – Euronext today congratulates Choice NV (ticker code: MLTV), a holding company specialised in the development of a collaborative TV and video platform, on its listing on Euronext Access in Brussels. Choice NV shares are traded in the double-fixing mode, with trading at auction happening twice a day.

Choice is a free social media TV guide that allows consumers to quickly and easily make their own selection from the entire offerings of online video and available channels. They do so by sharing their favourite playlists as virtual channels. Choice is also a group purchasing platform, whose range of services includes internet and TV at affordable prices. In 2019, Choice participated in TechShare, Euronext’s pre-IPO programme for tech start-ups and growth companies.

Choice NV joined Euronext through the direct listing of 2,170,800 class A shares. The reference price of Choice NV was set at €12.50 per share. Market capitalisation related to listed shares stood at €27.1 million on the day of listing.

In October 2020, Choice NV launched a public funding round aimed at raising €5 million, of which €1.2 million is already covered. With the funds raised, Choice aims to provide its platform with the resources needed to expand in Wallonia and The Netherlands. Thanks to this direct listing, the shareholders of this former cooperative can now freely exchange the company's shares.

Bart Van Coppenolle, CEO of Choice NV, declared: “We are honoured to be listed today on the Euronext Access market. With our decentralized media platform Choice, we are ready to engage.”

To celebrate Choice’s first trading day, Bart Van Coppenolle, CEO of Choice NV, rang the bell to open the Euronext markets in Brussels today.



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