



Liberty Global and StartupDelta Co-Promote Dutch High-Tech Innovation at CES 2017

Holland Startup Pavilion is among largest EU clusters of innovation ever at CES

Amsterdam, Netherlands - December 19, 2016:

Liberty Global plc (“Liberty Global”), the world’s largest international TV and broadband company, today announced a unique partnership with StartupDelta, the Dutch high-tech eco-system for innovation, to support Dutch startups at CES 2017.

Liberty Global, with its track record of investing in startups across the globe, will join StartupDelta in promoting Dutch innovation at the Holland Startup Pavilion at CES 2017 from January 5-8.

The Pavilion is an initiative of StartupDelta, a public-private partnership headed by HRH Prince Constantijn of the Netherlands. StartupDelta manages a cluster of eight tech hubs across the Netherlands, in partnership with the national business community and the Dutch Government. The aim is to deliver a wide range of services designed to help grow businesses faster and more efficiently.

Some 30 Dutch high-tech startups will showcase their latest tech innovations at the Sands Expo’s Eureka Park during CES 2017, in cooperation with Liberty Global. The Holland Startup Pavilion is the third-largest contingent of national Pavilions at CES 2017 Eureka Park, and among the largest ever gathered there.

Mike Fries, CEO of Liberty Global, said, “New and innovative companies like those that will feature at the Pavilion are an important source of innovation and drive change for all industries. That’s why, in the past seven years alone, Liberty Global has invested more than \$150 million in startups. We are delighted to be working together with StartupDelta at CES to promote high-tech innovation in the Netherlands.”

HRH Prince Constantijn said, “StartupDelta looks forward to collaborating with Liberty Global in its efforts to innovate through startups. Liberty’s investment in new innovators is a crucial contribution to the basis of the Dutch startup ecosystem.”

Henriette van Notten, Director StartupDelta, said, “The Holland Startup Pavilion is a runaway success. With 15 companies set for our first major CES campaign, we quickly doubled the capacity as a result of the super high interest of our companies to go to market using the CES business platform of Eureka Park. We are very excited to promote this first group of leading edge tech innovators from The Netherlands on the world’s largest CE trade show.”

The Holland Startup Pavilion is located in Tech West, Sands Expo, Level 2, at CES® 2017, taking place in Las Vegas, Nevada, US from January 5-8. To arrange a briefing, please contact Diana Kool at press@startupdelta.org.

About Liberty Global

Liberty Global is the world’s largest international TV and broadband company, with operations in more than 30 countries across Europe, Latin America and the Caribbean. We invest in the infrastructure that empowers our customers to make the most of the digital revolution. Our scale and commitment to innovation enables us to develop market-leading products delivered through next-generation networks that connect our 29 million



customers who subscribe to 60 million television, broadband internet and telephony services. We also serve over 10 million mobile subscribers and offer WiFi service across seven million access points.

Liberty Global's businesses are comprised of two stocks: the Liberty Global Group (NASDAQ: LBTYA, LBTYB and LBTYK) for our European operations, and the LiLAC Group (NASDAQ: LILA and LILAK, OTC Link: LILAB), which consists of our operations in Latin America and the Caribbean.

The Liberty Global Group operates in 12 European countries under the consumer brands Virgin Media, Ziggo, Unitymedia, Telenet and UPC. The LiLAC Group operates in over 20 countries in Latin America and the Caribbean under the consumer brands VTR, Flow, Liberty, Más Móvil and BTC. In addition, the LiLAC Group operates a subsea fiber network throughout the region in over 30 markets.

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