

DIVERSIFICATION

Euronews Group creates Euronews Ventures to back start-ups with high innovation potential such as Kiwi Plug

As part of its diversification push, Euronews Group is launching Euronews Ventures, a programme to back innovative technology start-ups. Kiwi Plug, a start-up in the connected-device space, is the first player to join the programme. Kiwi Plug will thus receive support from Euronews Ventures right from the start of its global fundraising campaign on Kickstarter on 7 June 2016.

Lyon, France – 6 June 2016 – Euronews Ventures is the new Euronews Group project designed to back start-ups that develop innovative products and services for consumers worldwide.

The purpose of this programme is to accelerate the development of the most promising start-ups by providing them with a complete array of media and marketing services: global communication levers, media coaching, events, networking through the international network of Euronews and Africanews, media for revenue or even media for equity, etc.

Michael Peters, CEO of Euronews and Africanews

"For more than 20 years, Euronews has been experimenting with new technologies which have radically redrawn its business sector. This pioneering spirit now drives us to back initiatives by talented and ground-breaking entrepreneurs. I am delighted to announce the creation of Euronews Ventures with Kiwi Plug, voted one of the top five French IoT start-ups at CES 2016 in Las Vegas. Kiwi Plug will benefit fully from our reach and international media network, with initial support from its crowdfunding campaign on the global platform Kickstarter, which launches tomorrow."*



**Guillaume Guttin,
Founder & CEO, Kiwi Plug**

"The fruit of 18 months' R&D, Kiwi Plug packs all the infrared signals of your home and office appliances into a connected plug device, and it caught the eye of IoT professionals at the most recent CES. It's a source of great pride for our start-up to receive backing from Euronews Group, initiated by Michael Peters. Euronews will give us global exposure for a revolutionary product that is designed for tomorrow's connected world. Kiwi Plug is an innovation that will change our daily life in the simplest of ways. See you on 7 June on Kickstarter!"

* Internet of Things

Kiwi Plug

kiwiplug.com

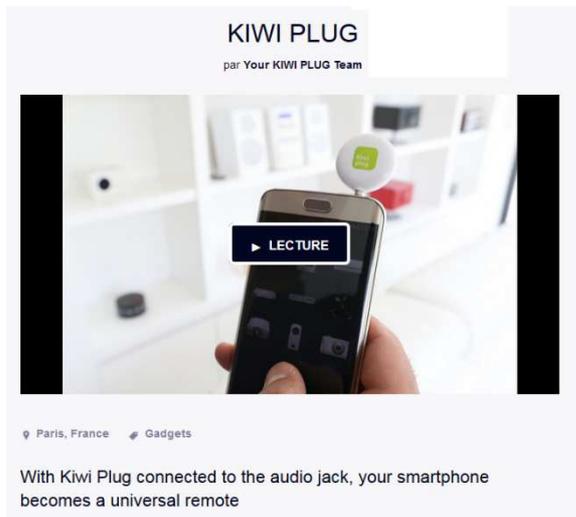
Kiwi
plug

Compatible with all types of infrared appliances (TVs, air conditioners, speakers, video projectors, cameras, etc.) of all brands, **Kiwi Plug** is a connected device **that offers the possibility to control all everyday electronic devices in the easiest way**. Guillaume Guttin, founder of communications agency Groupe Com'unique, specialised in tactical media for the past 10 years, is behind this innovative idea.

Backed by French Economy Minister, Emmanuel Macron, at CES in Las Vegas last January, Guillaume Guttin is launching a **global campaign on 7 June 2016** on the crowdfunding platform Kickstarter: [click here](#).

Presented to telecoms professionals at the Mobile World Congress in Barcelona in February, Kiwi Plug replaces the many remote controls cluttering up the coffee table and office. Now, **your smartphone becomes a universal remote control. Kiwi Plug is compatible with Android and iOS smartphones** and the application can be downloaded from Play Store and App Store.

To add extra value to his product, Guillaume Guttin offers customisation options. With a printed logo, matching the colours of a brand or company, Kiwi Plug turns into a promotional tool or an innovative and original business gift.



For more details, please contact:

Euronews
Lydie Bonvallet
Head of Press & Public Relations
t +33 (0)4 28 67 05 35
lydie.bonvallet@euronews.com
@euronews_group

Kiwi Plug
Julie Adam
Agence Monet+Associés
t +33 (0)4 78 37 34 64
julie@monet-rp.com
@_Kiwiplug