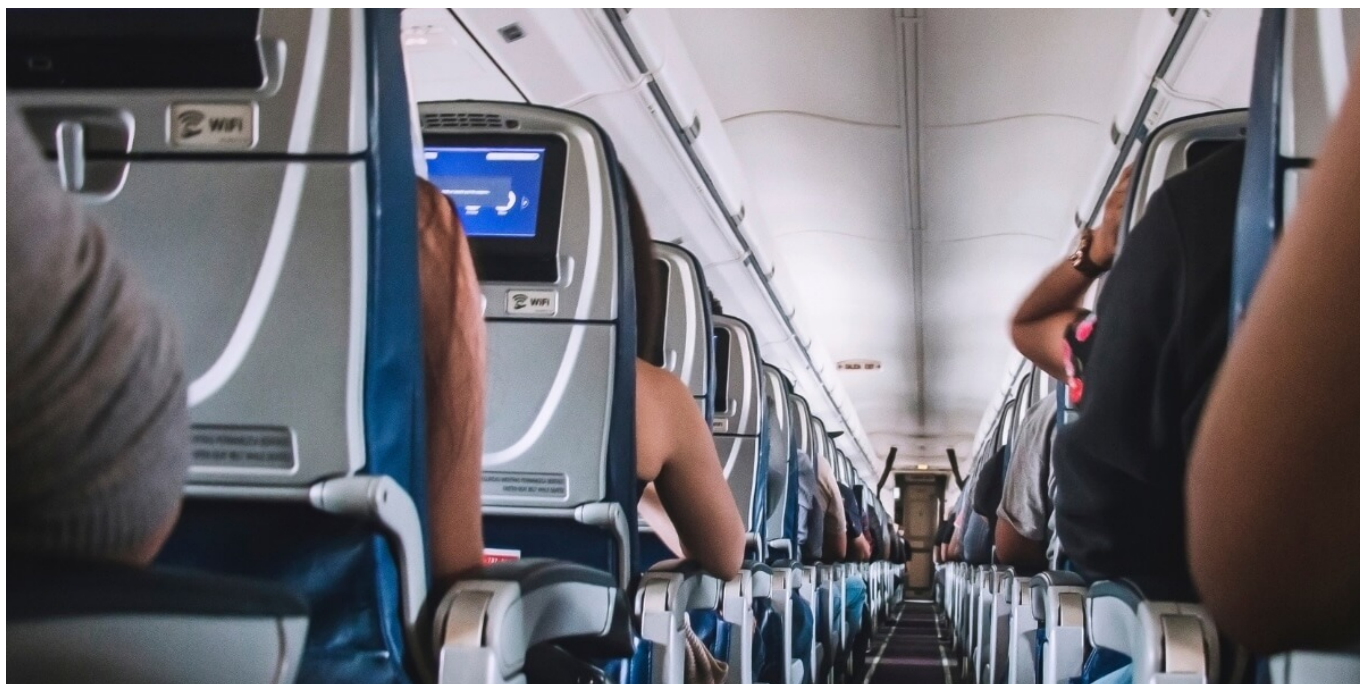


Platinum Equity to acquire Anuvu



Anuvu operates two primary divisions, Media Technology Services and Connectivity

[Platinum Equity](#) announced today that it has signed a definitive agreement to acquire [Anuvu](#).

Headquartered in Lombard, Illinois, Anuvu serves more than 150 airlines and 30 cruise-line customers worldwide. The company operates two primary divisions:

- Media Technology Services: Licenses, distributes, localizes and delivers entertainment content for aviation, maritime and non-theatrical end markets, with a catalog of more than 400,000 titles
- Connectivity: Provides telecommunications equipment, broadband satellite Internet access, passenger management services and analytics solutions to airline customers

“Anuvu is a leader in delivering exceptional entertainment experiences to global aviation customers and has developed highly innovative and technologically advanced satellite connectivity and content delivery platforms,” said Platinum Equity Co-President Jacob Kotzubei. “As passenger traffic continues to grow, we are encouraged to see carriers making substantial new investments in both connectivity and entertainment, improving passenger and guest experiences. We look forward to working with Anuvu’s leadership team to capitalize on these tailwinds and other opportunities to grow the business.”

Joshua Marks, CEO of Anuvu, who has been with the company for 10 years and helped the business navigate through COVID and a subsequent transformation, will continue in his role following the acquisition.

“We have made strong progress in recent years by investing in both technology and content, focusing on our core strengths in the aviation and cruise markets. We recently activated the Anuvu Constellation, providing dedicated aviation satellite capacity over North America. In parallel, we continue to expand our Media partnerships to license, localize and distribute distinctive content to the world’s leading airlines and cruise lines,” said Marks. “We are excited to partner with Platinum Equity

to leverage their financial expertise, global capabilities and operational know-how supporting fast-growing portfolio companies.”

Platinum Equity has deep experience investing in technology and media businesses. Its current portfolio includes [Deluxe](#), a leading provider of end-to-end post-production services for the world’s leading content production studios.

“Anuvu’s long-standing customer relationships, talented employees and global footprint provide a strong platform for organic growth,” said Platinum Equity Managing Director Dan Krasner. “We also see opportunities to leverage Anuvu’s content and technology capabilities to expand further into adjacent markets, including non-theatrical verticals, media processing and delivery, advertising and other custom services.”

Financial terms were not disclosed. The acquisition is expected to close in the fourth quarter of this calendar year, after the receipt of required regulatory approvals, the press release said.

Drake Star is serving as the exclusive financial advisor to Anuvu.