



Vaibhav Global Limited

Shop LC (Germany) launched on DTT platform 'Freenet TV'

Jaipur, May 27, 2022:

VGL's German subsidiary, Shop LC GmbH, further expanded its presence in Germany by launching its proprietary TV channel on nationwide DTT platform 'Freenet TV'. With this arrangement, Shop LC has increased its coverage by approx. 2.5 million households, thus providing huge scope of scalability.

Shop LC is airing on position 108 on Freenet TV. With this arrangement, Shop LC GmbH also marks its foray into OTA (Over-the-Air) platforms in Germany.

Commenting on this development, Mr. Deepak Mishra, Managing Director, Shop LC GmbH said, "Shop LC went live on 'Freenet TV' on 25th May and with this we have expanded our omni-channel presence. We are excited that our new broadcasting rights will allow us to further expand our reach in the long run. This move has increased our coverage by additional 2.5 million households across Germany and provides a promising long-term growth opportunity."



About Vaibhav Global Limited

Vaibhav Global Limited (VGL) is listed on stock exchanges in India (BSE: 532156, NSE: VAIBHAVGBL, ISIN - INE884A01027). VGL is an omni-channel E-tailer of fashion jewellery, accessories, and lifestyle products in developed markets with direct access to ~124 million households (FTE) through its TV home shopping networks – Shop LC in US, Shop TJC in UK and Shop LC in Germany. The Company’s ecommerce websites www.shoplc.com in the US, www.tjc.co.uk in the UK and www.shoplc.de in Germany, complement TV coverage and diversify customer engagement. The Company is committed to ‘Delivering Joy’ to all the stakeholders. Through its flagship One for One Program now “Your Purchase Feeds...” where a meal is provided for every piece sold at the retail channels, the Company has provided over 63 million meals in US, UK, Germany, and India since program inception.

For further information, please contact:

Prashant, Head-IR

Vaibhav Global Limited

Tel: +91 89206 09578

Email: prashant.saraswat@vglgroup.com

Karl Kolah

CDR India

Tel: +91 98330 10478

Email: karl@cdr-india.com

Safe Harbor

Certain statements in this document may be forward-looking statements. Such forward-looking statements are subject to certain risks and uncertainties like government actions, local political or economic developments, technological risks, and many other factors that could cause our actual results to differ materially from those contemplated by the relevant forward-looking statements. Vaibhav Global Ltd. will not be in any way responsible for any action taken based on such statements and undertakes no obligation to publicly update these forward-looking statements to reflect subsequent events or circumstances.