

## Media release

Zurich, February 1, 2023

### **Video platform provider xtendx and 3Q enter into strategic partnership**

**The Swiss enterprise video platform provider xtendx and the video streaming provider 3Q are entering into a strategic sales and technology partnership. In the process, the product portfolios will be merged and jointly offered on the market. In terms of offerings, 3Q and xtendx complement each other ideally: while xtendx focuses on video management, events and webinars, 3Q is particularly strong with its ECDN (Enterprise Content Delivery Network), infrastructure and self-service platform. Thanks to the partnership, the two companies will be able to offer their customers an even broader range of solutions - from webcasting, live streaming, video on-demand and OTT (over-the-top services), asset management to browser-based video conferencing and much more. On the sales side, xtendx will be responsible for representing sales of 3Q's solutions in Switzerland, while 3Q will offer xtendx's products in its traditional market in Germany. "We are very excited about the partnership with our strongest market companion," says xtendx CEO Charlie Fraefel. "In particular, 3Q's self-service offering will provide great value to our customers."**

Fraefel is also looking forward to the synergies that the development cooperation with 3Q will bring: "Thanks to the development power of 3Q, we will be able to implement innovations faster in the future and better meet new requirements," says Fraefel. Julius Thomas, CEO of 3Q, is also convinced that the strategic partnership will benefit all parties involved: "Not only our two companies will profit from the cooperation, but also the customers and partners, because we simply complement each other ideally in terms of content. It is a classic win-win situation," says Thomas. An important aspect of the partnership concerns compliance with the data protection directives of the European Union and Switzerland, respectively. "All of our customers' content is processed in compliance with the highest technological security standards and the respective data protection guidelines in Germany or Switzerland. Many companies of all sizes attach particular importance to this," Thomas affirms.