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PRESS RELEASE

BLOOMBERG MEDIA PARTNERS WITH GENESIS TO BRING LOCAL LANGUAGE BLOOMBERG CONTENT TO GENESIS VEHICLES

SEOUL, Korea, March 7, 2024 — Bloomberg Media and the luxury automotive brand Genesis today announced a new collaboration to bring Bloomberg content to drivers of Genesis vehicles around the world.

In a first-of-its-kind partnership for Bloomberg Media, the service will be gradually implemented on select Genesis models starting from the third quarter with a one-year subscription to Bloomberg.com - one of the world's leading sources of business news content. In addition to the subscription, Genesis vehicles sold during the same period will offer localized Bloomberg Media content - such as Bloomberg TV, video on demand, news headlines and full articles - via the Genesis in-car entertainment system.

The Bloomberg content provided will be available to Genesis drivers in multiple languages including English, French, German, Korean, and Simplified Chinese.

Nick Sallon, Chief Partnerships Officer at Bloomberg Media, said that the new collaboration was forged in recognition of the synergy between Genesis customers and Bloomberg news consumers.

"The Genesis family of cars is known for its premium design and appealing to consumers who are often senior leaders in business," Mr. Sallon said.

"Likewise, many Bloomberg news consumers are senior business professionals who are always on the move and, more than anything else, short on time. We believe there is a terrific alignment of values and audiences in providing Genesis drivers a new level of access to Bloomberg content while they too are on the move. We are honored and excited to collaborate with Genesis on this innovative new project."



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“We are delighted to announce our partnership with Bloomberg, a global leader in financial news and information. At Genesis, we believe in enhancing the driving experience by seamlessly integrating cutting-edge technology with premium features,” said Sangwon (Marc) Choi, Chief Product & Strategy Officer of Genesis “This intersection of luxury and technology signifies a pivotal moment as we empower our drivers with real-time, reliable information. Together with Bloomberg, we are ensuring our customers stay connected on the go, all within the comfortable and innovative environment that Genesis is renowned for.

The new partnership takes effect on August 31, 2024 and will apply to the sale of select new Genesis vehicles until at least 2026.

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ABOUT GENESIS

At Genesis, we put customer comfort at the center of every decision we make. Genesis is a global automotive brand that delivers the highest standards of performance, design, safety, and innovation while looking towards a more sustainable future. Genesis designs customer experiences that go beyond products, embodying audacious, progressive, and distinctly Korean characteristics within its unique Athletic Elegance design identity. With a growing range of award-winning models — including the G70, G80, G90, GV60, GV70, and GV80 - Genesis aims to lead the age of electrification with battery EVs, starting with its Electrified G80, GV60, and Electrified GV70 models. Since its initial launch in Korea, Genesis has emerged in key markets across the globe. For more information, please visit the official website at <https://www.genesis.com>

ABOUT BLOOMBERG MEDIA

Bloomberg Media is the world's leading multi-platform media company for business and finance, which draws on the editorial resources of more than 2,700 editorial professionals globally in more than 120 countries. Bloomberg Media is the consumer-facing media organization of Bloomberg L.P.