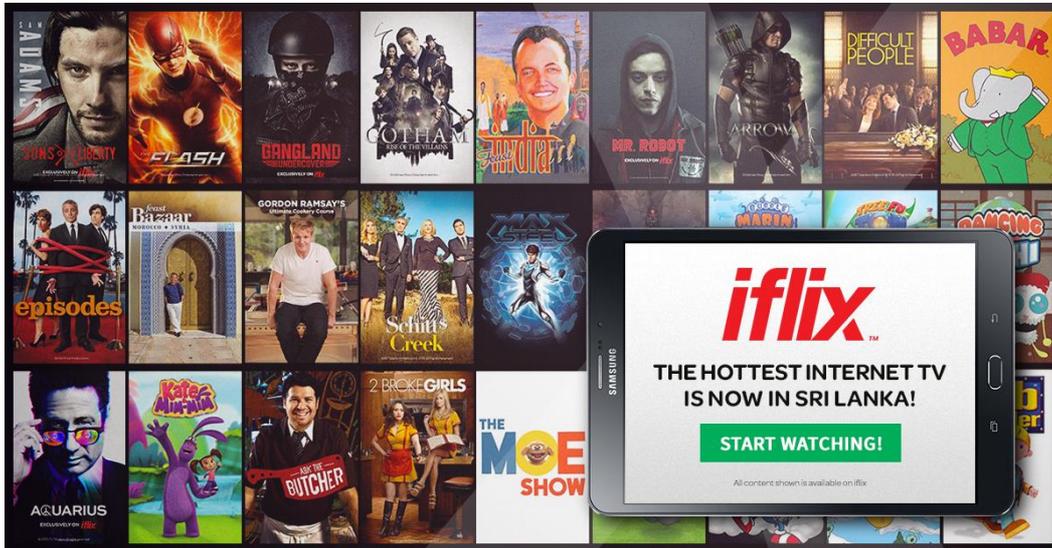


FOR IMMEDIATE RELEASE**IFLIX NOW AVAILABLE IN SRI LANKA**

KUALA LUMPUR, August 2, 2016 – iflix, the world’s leading Internet TV service for emerging markets, is thrilled to announce the launch of its revolutionary service in Sri Lanka. From today, consumers can sign up for a 30-day free trial via iflix’s website, www.iflix.com, giving them unlimited access to thousands of the world’s best TV shows, movies and more on every device they own, with no credit card required and no obligations.

Each iflix subscription includes:

- Unlimited access to iflix’s vast library of thousands of first-run exclusive shows, award-winning TV series, blockbuster movies, popular local and regional content, children’s programs and much more;
- Access to iflix on up to 5 devices at once, including phones, tablets, laptops, desktops, TVs and other connected devices;
- The ability to download TV shows and movies to any phone, tablet or mobile device to binge-watch offline, when not connected to the Internet;
- The ability to share their iflix subscription with family or friends and watch shows on two different devices at the same time.

Firaz Markar, General Manager for iflix Sri Lanka, commented: “Sri Lanka has some of the



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highest rates of growth in smartphone adoption in the region. We are thrilled to make iflix's world-leading, smartphone first Internet TV service and exceptional library of the best in international and local content to Sri Lankan consumers. We can't wait for everyone in Sri Lanka to press play!"

With over 150 studio and distributor partnerships, iflix offers subscribers the largest selection of iconic, critically acclaimed TV series and fan-favourite films both internationally and locally available in the region. Amongst the hundreds of top shows now available on iflix are *The Flash*, *Arrow*, *Gotham*, *Big Bang Theory*, *The Vampire Diaries*, *Friends*, *Two and a Half Men*, *Merlin* and *Supernatural*. Multi Emmy® winning US phenomena *Mr. Robot* joins iflix's growing library of exclusive, first run series, to be made available for the first time in Sri Lanka.

Monthly retail subscriptions for one month of unlimited access to iflix will be priced at an amazing LKR 449. Annual subscriptions will receive a 20% discount off the monthly rate and are priced at incredible LKR 4,308 per year.

Now available in Malaysia, Thailand, the Philippines, Indonesia and Sri Lanka, iflix will continue to roll out its world-class service to key additional emerging markets in the coming months.

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ABOUT IFLIX

iflix is the world's leading Internet TV service for emerging markets, offering users unlimited access to thousands of TV shows, movies and more. With a vast selection of first run exclusives, award winning movies and shows, plus the best in local and regional programs, iflix places the entertainment people want at their fingertips to either stream or download. For one low monthly fee, iflix subscribers can watch on their mobile phone, laptop, tablet, TV... wherever, whenever.

Let's play.

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