

FOR IMMEDIATE RELEASE**IFLIX TAKES FOUR TOP AWARDS FOR MEDIA EXCELLENCE**

KUALA LUMPUR, 29 August 2016 – iflix, the world’s leading Internet TV service for emerging markets, offering subscribers thousands of TV shows, movies and more, is thrilled to have won four prestigious Spark Awards for media excellence, together with its technology partner RadiumOne at the recent Spark Awards Asia 2016.

The Spark Awards are presented by Marketing Interactive, one of Asia’s most trusted and prominent sources of advertising, marketing and media intelligence. The Awards recognize and celebrate the best media solutions, products and services in the region. The Awards have historically set the benchmark for media owners and solution providers in every vertical to showcase their innovation, effectiveness, and value proposition for advertisers, agencies and their clients.

iflix and RadiumOne took home Gold, beating out dozens of other submissions for 'Best Subscription Strategy', as well as two Silver awards for 'Best Programmatic Solution' and 'Best Digital Media Solution; and a Bronze award for 'Best Launch Strategy'.

The winning campaigns by iflix and RadiumOne were honoured for their innovative programmatic approach to gather and activate data to inform iflix's advertising launch strategy and drive member registrations. Tapping into the "sharing economy", RadiumOne's data gathering and activation software enabled iflix to identify and target new customers based on their interest in entertainment content. These campaigns delivered outstanding results with over one million members registered within six months of iflix's launch, well ahead of projections.

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. Offering consumers a vast library of top Hollywood, Asian regional, and local TV shows and movies including many first run exclusives and award-winning programs, each subscription allows users to access the service on up to five devices, including phones, laptops, tablets, and television sets, for viewing wherever, whenever. iflix subscribers can also download TV shows and movies from iflix's extensive catalogue for offline viewing.

For new subscribers, iflix offers a complimentary 30-day trial with full access to its world-class service, features and content. Go to www.iflix.com to register.

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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.

ABOUT RADIUMONE:

RadiumOne unlocks the value of sharing, connecting brands with consumers based on their 'right now' emotions and passions. This includes the unique ability to gather and activate "dark social" data, when consumers copy and paste content which is then shared via email or Instant Messenger. RadiumOne's software gathers interest and intent data from these channels, and from across the open Web and mobile – and activates this data via paid media to improve marketing outcomes for brands and agencies.

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