

**FOR IMMEDIATE RELEASE****TELECOM, MEDIA AND TECHNOLOGY EXPERT THINAKORN  
THIANPRATHUM JOINS TEAM IFLIX**

**KUALA LUMPUR, 14 September 2016** – iflix, the world's leading Internet TV service for emerging markets, offering subscribers thousands of TV shows, movies and more, is thrilled to welcome Telecom, Media and Technology (TMT) expert Thinakorn Thianprathum as Country Manager of iflix Thailand, effective from 3 October 2016.

Thianprathum brings over 20 years' experience in the TMT industries to the role. He most recently served as General Manager and Director at TOT IPTV, one of Thailand's premium pay TV providers, where he established TOT IPTV as the first successful IPTV service in Thailand, acquiring more than 300,000 IPTV subscribers within eighteen months of operation. Previous to TOT IPTV, Thianprathum was Head of Smartphone Marketing, Deputy Director for TRUE Corporation, Thailand's premier communication conglomerate. He is also the founder of Wisecom, Thailand's first mobile developer to develop mobile applications for AIS, DTAC, Nokia, HP and Microsoft.

iflix Group Co-founder and CEO Mark Britt commented: "We are thrilled to have Thinakorn onboard to lead our business in Thailand. I am confident that his extensive experience in Thailand's TMT industries will be hugely advantageous to our business as we continue to accelerate our rapid growth and consolidate our leadership position."

"iflix is a clear leader in service and innovation, revolutionising the way Thais enjoy TV through its world class service and extraordinary content offering. I am thrilled to join iflix Thailand's Co-Founder Artima (Kimmy) Suraphongchai, who will continue to head iflix Thailand's marketing strategy, and the incredibly talented team to drive the business forward," added Thianprathum.



LET'S PLAY

Now available in Malaysia, Thailand, the Philippines, Indonesia, Sri Lanka and Brunei, 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](http://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.

Let's play.

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