

FOR IMMEDIATE RELEASE

IFLIX NOW AVAILABLE IN PAKISTAN

KARACHI, January 18, 2017 – iflix, the world's leading Internet TV service for emerging markets, is thrilled to announce the launch of its revolutionary service in Pakistan. Now, 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.

Farees Shah, iflix Pakistan General Manager commented: "We are incredibly excited to bring iflix's world class service to Pakistan. With the largest library of Pakistan's favourite TV shows and movies available from all over the world, iflix is primed to revolutionise the way Pakistanis consume entertainment."

"We are hyper focused on localisation as we redefine television for millions of viewers. From content to marketing, the consumer is at the core of everything we do", he added.

With over 160 studio and distributor partnerships, iflix offers subscribers the most extensive 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 every episode of *Friends*, *The O.C.* and *Gossip Girl*, nine seasons of *Big Bang Theory*, hugely popular current shows *The Flash*, *Arrow*, *Gotham*, *2 Broke Girls*, *The 100*, *The Last Ship*, *Person of Interest*, *The Originals*, *Pretty Little Liars*, multi Emmy®

winning US phenomena *Mr. Robot*, this year's smash hit *The Magicians* and many more. iflix additionally offers an incredible catalogue of kids content, including *Yo Gabba Gabba*, *Dora the Explorer*, *Spongebob Squarepants*, *Mr. Bean Animated* and much more. Critically acclaimed horror series *Channel Zero: Candle Cove* and science fiction drama *Aftermath* joins iflix's growing library of exclusive, first run series, to be made available for the first time in Pakistan.

Additionally, iflix members in Pakistan can enjoy some of the most popular and award-winning local dramas, including *Mann Mayal*, *Bin Roye*, *Udaari*, *Zara Yaad Kar*, *Pakeeza*, *Gul e Rana*, *Maan*, *Kaisay Tum Se Kahoon*, *Vasl*, *Mol* and more through a recently announced multi-year content licensing agreement with leading entertainment drama channel, Hum TV.

Monthly retail subscriptions for one month of unlimited access to iflix will be priced at an amazing PKR 300. Annual subscriptions will receive a 20% discount off the monthly rate and are priced at incredible PKR 2880 per year.

Now available in Malaysia, Thailand, the Philippines, Indonesia, Sri Lanka, Brunei, the Maldives and Pakistan, 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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