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IFLIX SECURES \$90+ MILLION IN NEW FUNDS TO ACCELERATE GLOBAL EXPANSION

New round will fund company's expansion into the Middle East, Africa and new markets throughout Asia

NEW YORK, 7 March 2017 – iflix, the world's leading Subscription Video on Demand (SVoD) service for emerging markets, today announced it has closed a new round of funding in excess of US\$90 million to support its further international expansion. The financing includes new investors – Liberty Global plc, major distributor of TV entertainment, sports and other programming, Zain, a leading mobile and data services operator in the Middle East and Africa with whom iflix recently established a joint venture 'iflix Arabia' in the MENA region, and a privately held investment management firm that invests in consumer businesses across Africa. Additional capital also came from existing shareholders Sky PLC, Catcha Group and Los Angeles-based Evolution Media, an investment company that partners with entertainment, lifestyle, media, sports, and technology businesses.

iflix co-founder and Group CEO, Mark Britt said: "We are incredibly excited with the demand we are seeing for iflix in the Middle East and Africa, as well as other new markets in Asia and worldwide. The new funds will enable us to seize this immense opportunity and continue empower local consumers and provide them with the best content and services available, and the freedom to enjoy that offering whenever and wherever they want, wherever they are in the world."

"There are currently more than 2.5 billion people with smartphones in emerging markets who have a passion for cultural influences from around the globe and want access to the best entertainment content available easily and reliably. It is our aim to make iflix available to each and every one of them. Having exceptional partners, Liberty Global, Zain, Sky PLC, Evolution Media and Catcha Group who share our vision, will be fundamental to our success as we expand our footprint in Asia and roll out the service in the Middle East and Africa" Britt added.

Sky Plc, Group Chief Operating Officer, Andrew Griffith said: "iflix is a truly innovative partner. In the last year since Sky joined as a shareholder, we have seen the company surpass its milestones, including consolidating its leading market position in South East Asia and expanding its footprint into new regions. We are pleased to continue our support, as iflix



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moves on to the next stage of growth, making its world class service available to millions of consumers in MENA and Africa."

Liberty Global's Chief Programming Officer, Bruce Mann, said: "Investing in an innovative emerging business like iflix enables us to gain an even greater insight into subscription video on demand services, as we continue to develop our own evolving video entertainment propositions for millions of our customers throughout Europe, Latin America and the Caribbean."

Catcha Group Co-founder and Group CEO, Patrick Grove commented: "When we founded iflix, we set out to create an entertainment revolution. In less than two years since launching our service, we have established the leading online entertainment brand in Asia, and are seeing exceptional demand for the service throughout MENA and Africa. With an estimated 880 million connected mobile devices in Africa and the Middle East by 2020, the opportunity in the regions is immense. At Catcha Group, we are thrilled to be a part of iflix's exciting journey, and to continue supporting the company in its quest to re-define entertainment for the more than one billion people in emerging markets around the world.

Since going live in May 2015, iflix has rapidly established a significant leadership position, setting a new standard for delivering a world class streaming entertainment service that is passionately focused on the local customer. The service has seen exceptional growth since launch, with more than 27x daily active accounts growth, and continued momentum in user engagement with over 5 billion minutes streamed since launch.

With more than 170 content relationships across Hollywood, regional and local studios and distributors, iflix offers users the broadest and most comprehensive selection of content available. The company continues to redefine how consumers enjoy entertainment content, with groundbreaking features and continuous platform innovation, deepening the appeal for iflix users and positioning the company well for continued leadership and growth as it expands to new markets globally.

Now available in nine markets across Southeast Asia, iflix recently launched its service in Pakistan and Vietnam, and additionally announced its Joint Venture, iflix Arabia, with Zain, to make its world class service available in the MENA region. 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



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viewing wherever, whenever. iflix subscribers can also download TV shows and movies from iflix's extensive catalogue for offline viewing.

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ABOUT IFLIX

iflix is the world's leading Subscription Video on Demand (SVoD) service, offering users unlimited access to thousands of TV shows and movies from all over the world. With a huge selection of your favorite comedies, drama, K-drama, cartoons plus movies from Hollywood, The UK, Asia and more, iflix places the entertainment you want at your fingertips. For one low monthly fee, iflix subscribers can watch on their mobile phone, laptop, tablet, TV... wherever, whenever.

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ABOUT LIBERTY GLOBAL

Liberty Global is the world's largest international TV and broadband company, with operations in more than 30 countries across Europe, Latin America and the Caribbean. We invest in the infrastructure that empowers our customers to make the most of the digital revolution. Our scale and commitment to innovation enable us to develop market-leading products delivered through next-generation networks that connect our 25 million customers who subscribe to over 50 million television, broadband internet and telephony services. We also serve over 10 million mobile subscribers and offer WiFi service across 5 million access points.

Liberty Global's businesses are comprised of two stocks: the Liberty Global Group (NASDAQ: LBTYA, LBTYB and LBTYK) for our European operations, and the LiLAC Group (NASDAQ: LILA and LILAK, OTC Link: LILAB), which consists of our operations in Latin America and the Caribbean.

The Liberty Global Group operates in 11 European countries under the consumer brands Virgin Media, Unitymedia, Telenet and UPC. The Liberty Global Group also owns 50% of VodafoneZiggo, a Dutch joint venture, which has 4 million customers, 10 million fixed-line subscribers and 5 million mobile subscribers. The LiLAC Group operates in over 20 countries in Latin America and the Caribbean under the consumer brands VTR, Flow, Liberty, Más Móvil and BTC. In addition, the LiLAC Group operates a sub-sea fiber network



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throughout the region in over 30 markets.

ABOUT ZAIN

Zain is a leading telecommunications operator across the Middle East and Africa providing mobile voice and data services to over 47 million active customers as of 31 December, 2016. With a commercial presence in 8 countries, Zain operates in: Bahrain, Iraq, Jordan, Kuwait, Saudi Arabia, Sudan and South Sudan. In Lebanon, the Group manages 'touch' on behalf of the government. In Morocco, Zain has a 15.5% stake in 'INWI', through a joint venture. Zain is listed on the Kuwait Stock Exchange (stock ticker: ZAIN).

For more, please email info@zain.com or visit: www.zain.com; www.facebook.com/zain; www.twitter.com/zain; www.youtube.com/zain; www.instagram.com/zaingroup; www.linkedin.com/company/zain

ABOUT SKY PLC

Sky is Europe's leading entertainment company, serving 22 million customers across five countries - UK, Ireland, Germany, Austria and Italy. The company has annual revenues of £12 billion and is Europe's leading investor in television content with annual programming spend of over £5 billion. Sky is listed on the London Stock Exchange (SKY). <https://corporate.sky.com/>

ABOUT CATCHA GROUP

Catcha Group is Southeast Asia's leading Internet group. The Group has made growth equity and venture capital investments in new media, online classifieds, and OTT businesses across the emerging world. Our portfolio companies have successfully completed four IPOs on the ASX and one IPO on Bursa Malaysia. The Group holds over 60 investments, either directly or indirectly, as sole, majority or minority shareholders.

The Group was established in 2004 and is headquartered in Kuala Lumpur, Malaysia.

ABOUT EVOLUTION MEDIA

Evolution Media (Evolution) is an investment company that partners with entertainment, lifestyle, media, sports, and technology companies. Leveraging relationships with its founding members— TPG Growth, Creative Artists Agency (CAA), and Participant Media— Evolution is uniquely able to identify companies that will disrupt and shape these industries. Based in Los Angeles, with offices in New York and Beijing, Evolution operates at key global



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intersections of entertainment and technology. Its portfolio spans a range of geographies and industries, including virtual reality companies such as Jaunt and Wevr, gaming platforms such as Scopely, leading content providers such as iflix, and iconic consumer brands.

For media enquiries, please contact:

Peggy Lee

Head of PR & Communications

peggy@iflix.com

+60 122 178 345