

FOR IMMEDIATE RELEASE

IFLIX - SOUTHEAST ASIA'S STREAMING LEADER, NOW AVAILABLE IN 10 COUNTRIES

iflix's world-class service is now available to over 800 million members in 10 countries across Asia, with its Myanmar launch announced just one week after entering Vietnam

KUALA LUMPUR, March 9, 2017 – iflix, the world's leading Subscription Video on Demand (SVoD) service for emerging markets, today announced the launch of its revolutionary service in Myanmar. Consumers can now sign up for a one-month free trial via iflix's website, www.iflix.com, or by downloading the app to their phone or tablet from Google Play or the Apple App Store, 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.

The announcement follows just one week after the Company's launch in Vietnam, solidifying iflix's dominance over the Asian region with over 5 billion minutes streamed across ten countries since first launching in Malaysia and the Philippines in mid-2015.

As the first international SVoD service to establish full-scale operations in Myanmar, 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 the iflix subscription with family or friends and watch shows on two different devices at the same time.

“As the fourth fastest-growing mobile market on earth, Myanmar is without question one of the world's most exciting and dynamic countries and we are thrilled to introduce our first-of-its-kind service here. It is our aim to redefine how consumers in Myanmar enjoy entertainment with groundbreaking features and a seamless mobile streaming experience. From movies to



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TV shows and regional hits catering specifically to the lifestyles and interests of the local consumer, iflix has it all for an amazing price,” said Adeana Greenlee, Country Manager, iflix Myanmar.

Monthly retail subscriptions for one month of unlimited access to iflix in Myanmar will be priced at an amazing 3,000 MMK. Annual subscriptions will receive a two-month discount off the monthly rate and are priced at an incredible 30,000 MMK per year.

Now available in 10 markets across Southeast Asia, with recent launches in Pakistan, Vietnam and now Myanmar, iflix additionally announced its Joint Venture with Zain, iflix Arabia, 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 viewing wherever, whenever.

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

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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