



FOR IMMEDIATE RELEASE

GLOBAL CONTENT EXPERT SEAN CAREY JOINS IFLIX

Experienced media executive and content strategist for Netflix, Sony, Corporation and Sony Pictures Entertainment to lead ambitious growth strategy

Kuala Lumpur, 14 March 2017 – iflix, the world's leading Subscription Video on Demand (SVoD) service for emerging markets, is thrilled to announce that pre-eminent media executive and content strategist, Sean Carey has joined the company as Chief Content Officer of iflix Group.

Carey brings more than two decades of experience in digital media, content acquisition and distribution, and strategic planning to the role. He most recently served as Vice President, Global Television at Netflix, where he was responsible for all licensed television series, kids and family content, and co-productions for the Netflix service in all territories. Prior to Netflix, Carey held executive roles in strategic content, digital distribution and corporate development at Sony Corporation and its filmed entertainment subsidiary, Sony Pictures Entertainment.

iflix Group Co-founder and CEO Mark Britt commented: "We are thrilled to welcome Sean, one of the world's foremost content experts and strategists to the iflix family. His proven track record in leading international content operations and setting global standards will be a key driver as we continue to consolidate iflix's leadership position and rapid growth globally."

"What iflix has achieved in just over a year with its service and multi-territory rollout is incredibly inspiring and a testament to the strength of the company. I am very excited to join the iflix team as Chief Content Officer, and look forward to leveraging my industry expertise to help accelerate the company's new growth phase," said Carey.

James Bridges, who previously served as Chief Content Officer, will continue to lead iflix's content acquisitions in his new role as Global Head of Content Partnerships, reporting to Carey.

Now available in 10 markets across Southeast Asia, with recent launches in Pakistan, Vietnam and 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



LET'S PLAY

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 one-month trial with full access to its world-class 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 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.

For media enquiries, please contact:

Peggy Lee

Head of PR & Communications

peggy@iflix.com

+60 122 178 345

Play now at iflix.com