



LET'S PLAY

IFLIX BRINGS ENTERTAINMENT TO THE SKIES WITH THAI AIRASIA X



BANGKOK, 14 March 2017 – iflix, the world’s leading Subscription Video on Demand (SVoD) service for emerging markets is thrilled to announce their partnership with Thai AirAsia X Co Ltd (“TAAX”), Thailand’s first long-haul, low-cost airline. Passengers on select TAAX flights will now be able to enjoy thousands of top TV shows, movies and more on iflix, through its ‘Download and Watch Offline’ feature.

All passengers departing on TAAX flights from Bangkok to Tokyo, Osaka, Seoul or Shanghai are entitled to one-month of unlimited access to iflix, compliments of TAAX. New subscribers will additionally receive iflix’s standard one month free trial to the service. Available from now until 31 December 2017, passengers can redeem their entitlement at iflix booths, located near TAAX check-in counters at Don Mueang International Airport.

With iflix’s ‘Download and Watch Offline’ feature, subscribers can download their favourite programs, to enjoy whilst flying and on their trips, or anytime they don’t have an Internet connection, without incurring prohibitive mobile data cost and at no additional charge. Each television episode or movie is available for download in various resolution qualities to best accommodate the storage capacity of users’ devices.



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TAAX cabin crew and brand ambassador Fahsha also joins iflix's popular Celebrity Playlists feature, as one of the region's top 150 featured celebrities. Now members can get show recommendations from Fasha, alongside Thailand's favourite entertainment icons 'Jeab' Lalana Kongtoranin, Note Panayanggool and 'Paule' Ponphan Sittinawawit through iflix Playlists.

Mr.Nadda Buranasiri, Chief Executive Officer of TAAX commented: "iflix has done an exceptional job in delivering a world-class service to its consumers at an affordable price. TAAX is constantly looking at innovative ways to provide the best in-flight experience for our passengers, and we believe iflix will help further this experience. We are very excited to begin this mutually beneficial partnership".

Mr.Thinakorn Thianprathum, iflix Thailand Country Manager added: "We are thrilled to be collaborating with TAAX, a clear industry leader who shares our deep commitment to our customers. As the world becomes more connected, consumers around the globe want access to the best entertainment available easily and reliably. Through this collaboration, we can make iflix's extensive library of top local and Hollywood content available to thousands of consumers to enjoy daily on their travels."

Now available in 10 markets across Southeast Asia, iflix recently launched its service in Pakistan, Vietnam and Myanmar, and additionally announced its Joint Venture, iflix Arabia, with Zain, to



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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. 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 THAI AIRASIA X

Thai AirAsia X is Thailand's first low-cost, long-haul carrier. In 2014, the airline launched direct flights from Bangkok Don Mueang Airport (DMK) to Seoul (ICN), Tokyo (NRT) Osaka (KIX) and Shanghai (PVG). Thai AirAsia X operates with a fleet of 6 Airbus A330-300s, each with a seat configuration of 12 Premium Flatbed seats and 365 Economy seats (a total of 377 seats). As an affiliate carrier of the AirAsia Group, Thai AirAsia X aims to solidify their position as the national and global leader in low-cost, long-haul aviation and to build a strong network that will contribute to the connectivity offered in AirAsia's multiple hubs.

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