

**FOR IMMEDIATE RELEASE****IFLIX REAFFIRMS COMMITMENT TO MMPO AS SPONSOR OF ANNUAL
“MYANMAR GOLDEN ACADEMY THANK YOU DINNER”**

MYANMAR, 19 March 2017 – iflix, the world’s leading Subscription Video on Demand (SVoD) service for emerging markets, is honoured to host this year’s “Myanmar Golden Academy Thank You Dinner” celebrating the winners of the 2016 Academy Awards.

The annual Myanmar Motion Picture Organization (MMPO) event recognizes the creative minds and phenomenal talent behind Myanmar’s movie industry. As sponsor of this year’s Golden Academy Thank You Dinner and dedicated partner of Myanmar’s film industry, iflix was a proud participant in this year’s event celebrating the industry’s greatest achievements and rising stars.

“iflix is thrilled to support the Myanmar Motion Picture Organization in its endeavours to preserve the past, honour the present and shape the future of Myanmar film,” said Adeana Greenlee, Country Manager, iflix Myanmar.

Attended by MMPO executives, the Myanmar Motion Picture Academy Award winners and a host of nominees, the fun-filled iflix-themed celebration provided a rare opportunity for Myanmar film industry veterans and newbies alike to unite around their shared passion for film.

“It is our pleasure to work with iflix and welcome first Subscription Video on Demand (SVoD) service to launch full-scale operations in Myanmar,” said U Lu Min, Chairman of Myanmar Motion Picture Organization (MMPO). “iflix has created a platform to improve the distribution of Myanmar films by providing audiences throughout the country an affordable, accessible and legal platform from which to watch their favourite Myanmar movies.”

As part of its commitment to Myanmar’s content industry, iflix is working with industry organizations to address and resolve the prevalence of piracy through fostering a community that is willing to pay for great local and international content. iflix is a proud and humble supporter of organisations such as the Myanmar Motion Picture Organization (MMPO) on their platforms of intellectual property and overall



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development of Myanmar's movie industry. The company further intends to extend its support of the local film and television industries through opportunities to promote and bring greater exposure to Myanmar's film industry in new markets throughout the company's expansive footprint.

Last week, iflix launched in Myanmar with a vast library of thousands of first-run exclusive shows, award-winning TV series, blockbuster movies, regional content, children's programs and popular Myanmar titles including *From Bangkok to Mandalay*, *Charm*, *Shwe Moe Ngwe Moe Thunn Phylo Loz Ywar* and *Wut Yee Food House*.

Currently many of iflix's most popular movies and TV shows are offered with both Zawgyi and Myanmar Unicode subtitles, with the aim of localizing the entire catalogue in the months to come.

Unlimited access, one-month iflix subscriptions are priced at 3,000 MMK. Annual subscribers will receive a two-month discount off the monthly rate for year-round access at only 30,000 MMK.

Now available in 10 markets throughout Asia, iflix recently announced its Joint Venture with Zain, iflix Arabia, to launch in the MENA region. The company 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 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.

ABOUT MYANMAR MOTION PICTURE ORGANIZATION (MMPO)

Officially established by the Ministry of Information in 1946, Myanmar Motion Picture Organization (MMPO), is the official non-profit organisation representing the cinema of Myanmar by playing a key role in developing rules and regulations for the development industry and to protect intellectual property rights of actors, actresses, directors and producers. The MMPO's mission is to recognize and uphold excellence in the motion picture arts and sciences, inspire imagination, and connect Myanmar and the world through the medium of motion pictures.

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