

FOR IMMEDIATE RELEASE**YOUR IFLIX EXPERIENCE JUST GOT SO MUCH BETTER!**

iflix introduces key upgrades to its world class service including HD video and greatly improved audio quality

Kuala Lumpur, March 27, 2017 – iflix, the world's leading Subscription Video on Demand (SVoD) service for emerging markets, is thrilled to announce key enhancements to its service with the launch of its high definition (HD) offering and audio upgrades across the service. Now, along with unlimited access to iflix's vast library of the world's best TV shows, movies and more all for the mere price of a single pirated DVD, members can additionally enjoy an even more exceptional viewing experience with HD video and greatly improved audio quality, for no additional charge.

All new shows published on the iflix platform will now be available in HD format, including recent exclusive, hit titles, *The Magicians*, *Emerald City* and *Pure Genius* (all fast-tracked from the U.S.), as well as popular, iconic series and movies *The Flash*, *Avatar*, *Titanic*, and many more. HD availability on remaining titles across iflix's extensive library are also in the works. Now available via web browser for laptops and desktops and Google Chromecast for TVs, the feature will be rolled out to a wider variety of devices in the near future.

Ash Crick, iflix Global Director of Labs, Data Intelligence and Content Technology said, "We are thrilled to introduce these latest service enhancements as part of our commitment to provide our members the best experience possible. We have worked hard with compression technology these last 18 months to make HD viable in emerging markets. Users can now enjoy a clearer, sharper and more vivid picture that comes with HD's higher resolution and pixel quality, along with exceptional sound quality on all programs."

iflix is deeply committed to continually improving its customer experience. In December, the company announced its landmark Partnership with Alibaba on Alibaba's YunOS TV operating system, to allow consumers to natively access iflix via television sets powered by YunOS TV.

With over 5 million members across the region and 5 billion minutes streamed since launch, iflix has established itself as the clear market leader in video streaming. Now available in 10 territories across Southeast Asia, with recent launches in Pakistan, Vietnam and Myanmar,



LET'S PLAY

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 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:

Zaya Pono
iflix Regional PR & Communications
zaya@iflix.com
+60 17 9292 754