

FOR IMMEDIATE RELEASE

UNLIMITED IFLIX FOR PTCL CUSTOMERS

KUALA LUMPUR April 10, 2017 – iflix, the world's leading Subscription Video on Demand (SVoD) service for emerging markets, is thrilled to announce its groundbreaking partnership with Pakistan Telecommunication Company Limited ('PTCL'). From today, all PTCL broadband subscribers (4 Mbps and above) and Smart TV customers are now eligible to receive unlimited access to iflix's world-class service for 12 months, courtesy of PTCL (worth PKR 2,880).

With access to iflix, PTCL subscribers can look forward to:

- 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.

iflix Pakistan General Manager, Farees Shah, commented: "Pakistan is one of the world's fastest growing markets for internet and smartphone penetration. We are thrilled to partner with PTCL, Pakistan's leading telecommunications giant to offer PTCL subscribers an unparalleled offering of local and international content. We can't wait for more Pakistanis to press play!"

PTCL's Chief Commercial Officer, Adnan Shahid said: "We want our customers to enjoy quality entertainment through PTCL Smart TV and our broadband service. Our partnership with iflix will allow our customers to stream international and Pakistani content at their convenience whenever and wherever they want. We are committed to be the preferred digital lifestyle partner of our customers and will work towards bring more content and entertainment platforms in future as well".

"At PTCL, our subscribers always come first. With PTCL's extensive, high quality, high speed

broadband network and iflix's world-class service and content offering, our customers can now enjoy the best entertainment offering available in the country. There is a market of 35 million prospective iflix consumers in Pakistan. The low-cost payment method will further contribute to making iflix a success", he added.

With 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, 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 or download the app from Google Play or the Apple App Store 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.

ABOUT PTCL

PTCL (Pakistan Telecommunication Company Limited) is the largest ICT service provider in Pakistan and has been serving the nation since 1947. The Company's cutting-edge technology and powerful array of telecom services, including Voice Telephony, Fixed and Wireless Broadband, Over-the-top Applications, Digital Television, Carrier & Wholesale,



LET'S PLAY

Satellite Services and Data Centers, serve the connectivity needs of millions of consumers and businesses nationwide.

For media enquiries, please contact:

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