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IFLIX AND AXIATA EXTEND COLLABORATION TO BRING THE BEST IN ENTERTAINMENT TO OVER 125 MILLION CUSTOMERS

Renewed collaboration includes all six Axiata subsidiaries and includes co-production opportunities to deliver the best local, regional and international content to over 125m customers

BALI, April 26, 2017 – iflix, the world’s leading Subscription Video on Demand (SVoD) service for emerging markets, and Axiata Group Berhad (Axiata), one of Asia’s largest telecommunications groups with presence in 10 countries across ASEAN and South Asia, announce the expansion of their strategic alliance, to make iflix available to more than 125 million customers in six countries.

From two existing successful partnerships with Celcom¹ in Malaysia and Dialog² in Sri Lanka, the regional collaboration now extends to Axiata customers at XL³ in Indonesia, Smart⁴ in Cambodia, Rob⁵i in Bangladesh and Ncell⁶ in Nepal, over the next three years. The partnership further includes co-production of new content spanning full theatrical, OTT and TV distribution.

The alliance will give iflix a regional footprint of 13 countries, making the company’s world-class service available to over one billion people in Asia alone.

iflix Group CEO, Mark Britt, commented: “We are thrilled to strengthen our relationship with Axiata, one of Asia’s largest telecommunications groups and are humbled by their vote of confidence. We are committed to providing all Axiata customers with unlimited access to the world’s best TV shows and movies through an exceptional user experience and unparalleled service, already enjoyed by Celcom and Dialog customers. Together with Axiata’s highly innovative and award winning Mobile Internet Fulfilment Exchange application platform and music service Yonder, we look forward to further redefining media and entertainment for Axiata’s customers in Malaysia, Sri Lanka, Indonesia, Cambodia, Bangladesh and Nepal, over

¹ Celcom Axiata Berhad

² Dialog Axiata PLC

³ PT XL Axiata Tbk

⁴ Smart Axiata Co., Ltd

⁵ Robi Axiata Limited

⁶ Ncell Private Limited



the coming months.”

Group Chief Strategy Officer of Axiata, Dominic Arena, commented: “Axiata has always demonstrated a strong focus on customer experience and innovation as we strengthen our position in new sources of value specifically in digital entertainment products and digital content distribution platforms across the region. The expansion of our collaboration with iflix is a testament to that commitment. We are thrilled to make iflix’s world class service and content available to over 125 million customers in Malaysia, Indonesia, Bangladesh, Cambodia, Nepal and Sri Lanka.”

With five million members across the region and five 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, 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.

About Axiata Group Berhad

As one of the largest Asian telecommunications companies, Axiata today operates in ten countries, servicing approximately 320 million subscribers. With a diverse portfolio in mobile network operations, communications infrastructure services and digital services, the Group pieces together the best in connectivity, technology and people in its vision of Advancing Asia.

Axiata has controlling stakes in market leading mobile operators in South East Asia and South Asia. Axiata Group of companies operate under the brand name of ‘Celcom’ in Malaysia, ‘XL’ in Indonesia, ‘Dialog’ in Sri Lanka, ‘Robi’ in Bangladesh, ‘Smart’ in Cambodia and ‘Ncell’ in Nepal. Further to this, the Group also holds strategic interests in ‘Idea’ in India and ‘M1’ in Singapore.



edotco, the Group's integrated telecommunications infrastructure services company, operates in six countries to deliver telecommunications infrastructure services, operating a portfolio of over 25,000 towers (operated and managed) across 5 countries. It aims to be one of the top regional telecommunications tower companies and is committed to responsible and sustainable business operations.

Axiata Digital ("AD"), its digital services arm, captures the rapid growth in internet-based businesses through its portfolio of 24 digital brands, servicing growing demands in mobile money, mobile advertising, e-commerce, entertainment and education.

As a committed and long-term investor, Axiata provides employment to 25,000 people within its operations. In line with its sustainability goals, the Group actively supports and drives young talent development; disaster response and recovery; as well as green initiatives.

For more information, kindly visit www.axiata.com

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