

FOR IMMEDIATE RELEASE

EMERGING MARKETS STREAMING LEADER – IFLIX LAUNCHES IN THE MIDDLE EAST AND NORTH AFRICA

iflix's world-class service is now available to over one billion consumers in 18 countries across Asia and the Middle East and North Africa

KUALA LUMPUR, April 27, 2017 – iflix, the world's leading Subscription Video on Demand (SVoD) service for emerging markets, today announced the launch of its revolutionary service in eight territories across the Middle East and North Africa (MENA) region. Consumers in Saudi Arabia, Jordan, Iraq, Kuwait, Bahrain, Lebanon, Egypt and Sudan can now sign up for a 30-day free trial, giving them unlimited access to thousands of the world's best TV shows, movies and more on every device they own, with no credit card required.

The announcement follows just one month after the Company's launch in Myanmar, its tenth market in Asia, solidifying iflix's dominance over the region with over six billion minutes streamed across ten countries since first launching in Malaysia and the Philippines in mid-2015. With its MENA launch, iflix has established itself as the only international SVoD service with full-scale localized operations in each of its territories and a total global headcount of 700 staff across 24 offices worldwide, including new regional headquarters for MENA based in Dubai, UAE.

Each iflix subscription includes:

- Unlimited access to iflix's vast library of thousands of first-run exclusive shows, award-winning TV series, blockbuster movies, popular local and regional Arabic and Asian content, children's programs and much more;
- Access to iflix on up to five 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 Group Co-founder and CEO, Mark Britt commented: “Our launch in the Middle East and North Africa represents the incredible vision, hard work and sacrifice by everyone in the iflix team. To have grown from a small, but ambitious 20-person operation without a live service to launching a global business, in now our second region with eight new markets and 80 staff in MENA alone in less than two years, is a testament to that commitment. MENA is one of the fastest growing and most exciting online markets in the world with data savvy consumers who share a passion for entertainment. We are thrilled to make iflix's world class service, premier digital experience and the most comprehensive selection of content available to them, as part of our mission to redefine entertainment in emerging markets.”

Now available in 18 markets across Asia and MENA, iflix offers 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 the Google Play or Apple App Store to register.

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.

Let's play.

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