

FOR IMMEDIATE RELEASE

SAMSUNG SOUTHEAST ASIA & OCEANIA AND IFLIX TEAM UP TO ENHANCE TV VIEWING EXPERIENCE

Singapore, May 16, 2017 – iflix, the world's leading Subscription Video on Demand (SVoD) service for emerging markets, is pleased to announce its collaboration with Samsung Electronics Southeast Asia and Oceania to bring greater value to Samsung Smart TV users.

With this collaboration, Samsung Smart TVs¹ sold in Indonesia, Malaysia, Myanmar, the Philippines and Thailand will come pre-installed with the iflix app. This will allow users to conveniently access iflix's vast library of the world's best TV shows, movies and more, directly from their Samsung Smart TVs without the need for any additional equipment or accessories. Consumers who purchase designated Samsung Smart TV models will enjoy a complimentary 12-month² iflix subscription (worth approx. 22 USD), sponsored by Samsung. Consumers can additionally enjoy an even more exceptional viewing experience with HD video and greatly improved audio quality on iflix, for no additional charge.

Users of existing Samsung Smart TVs will also be able to natively access the iflix app directly via Samsung Smart Hub, a single access point where users can easily navigate a diverse range of content. To provide greater convenience to users, the "Smart Hub" interface has also been extended to smartphones through Samsung's new and improved "Smart View" app, which provides a comprehensive overview of all available content on the app's home screen. With the improved "Smart View" app interface, consumers can use their mobile device to select and start their favorite live TV programs and video-on-demand services on their TV.

iflix Group Co-founder and CEO, Mark Britt commented: "Over the last two years, we have strived to set the benchmark for providing an exceptional mobile experience. We are deeply humbled to have been chosen by Samsung, the global leader for premium home entertainment electronics to premiere our proprietary native television app, further extending iflix's extraordinary viewing experience to home users exclusively on all new Samsung Smart TVs. We are excited for Samsung customers to experience iflix's world-class service as we

¹ Available for Samsung Smart TVs from 2012 onwards. Specific promotional models may differ by country.

² iflix subscription period may differ by country.

continue to grow our strategic collaboration.”

“Having led the TV industry in global sales and market share for more than a decade, Samsung has a relentless focus on delivering strong product innovation, as well as a keen understanding of consumer trends,” said Kelvin Low, Regional Head of TV and AV, Samsung Electronics Southeast Asia and Oceania. “As part of our commitment to customers, we are continually looking at how we can provide value-add and the iflix collaboration is an example of how we are delivering enhanced TV viewing experiences by providing greater choice and convenience.”

Now available to one billion consumers across 18 markets throughout Asia, the Middle East and North Africa, iflix offers consumers, a vast library of top Hollywood, Asian and Middle Eastern 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.

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.

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