

FOR IMMEDIATE RELEASE

HIT COMEDY SERIES *SHWE MOE NGWE MOE THOON PHYO LO YWAR* NOW AVAILABLE ONLY ON IFLIX

Yangon, May 25, 2017 – iflix, the world’s leading Subscription Video on Demand (SVoD) service for emerging markets, is proud to premiere local comedy series *Shwe Moe Ngwe Moe Thoon Phylo Lo Ywar*. From today, members in Myanmar, Malaysia, the Philippines, Thailand, Indonesia, Brunei, Sri Lanka, the Maldives, Pakistan, and Vietnam can now stream or download all twenty episodes, exclusively on iflix.

Produced by leading media house Myanmar Media 7, *Shwe Moe Ngwe Moe Thoon Phylo Lo Ywar* features an all-star cast, including recent Myanmar Academy award-winning actor Tun Tun, talented singer and actor Ye Lay and popular comedian Joker. The series is a comical take on the story of three orphans - Shwe Moe, Ngwe Moe, and Joker - as they struggle to make ends meet. Things take a turn for the worse when the three find out that their orphanage is closing down, and that the only way to save the place they call home is to come up with \$15,000. Hailed by both critics and fans for outstanding performances by its ensemble cast and its hilarious plot, *Shwe Moe Ngwe Moe Thoon Phylo Lo Ywar* takes audiences along on a ridiculous yet hilarious ride as the protagonists work desperately to raise the money and save their home.

iflix Myanmar Country Manager, Adeana Greenlee said: “*Shwe Moe Ngwe Moe Thoon Phylo Lo Ywar* is an incredibly endearing and entertaining show which will resonate strongly with Myanmar audiences. Featuring brilliant performances from its talented cast, the series gives its viewers a hearty yet comical take on hardship and triumph, while showcasing many exceptionally talented local Myanmar artists. iflix is thrilled to premiere *Shwe Moe Ngwe Moe Thoon Phylo Lo Ywar* to our valued subscribers in Myanmar and across the region.”

Shwe Moe Ngwe Moe Thoon Phylo Lo Ywar joins iflix’s extensive library of popular local titles including *From Bangkok to Mandalay*, *Charm* and *Wut Yee Gourmet Food*. Many of iflix’s most popular movies and TV shows are offered in both Zawgyi and Myanmar Unicode subtitles, with the aim of localizing the entire catalogue in the months to come.

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



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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. The service is priced at only 3,000 MMK per month in Myanmar for unlimited access with no ads! Annual subscribers will receive a two-month discount off the monthly rate for year-round access at only 30,000 MMK.

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 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.

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