

FOR IMMEDIATE RELEASE**JASON MONTEIRO JOINS IFLIX AS ASIA MARKETING DIRECTOR**

Kuala Lumpur, June 15, 2017 – iflix, the world's leading Subscription Video on Demand (SVoD) service for emerging markets, today announced the appointment of marketing and commercial management specialist, Jason Monteiro as iflix Asia Marketing Director.

With over 18 years multi-national experience and distinguished commercial success in the telecommunications sector across Asia Pacific and the Middle East, Mr. Monteiro brings a rich mix of diversified operations experience as well as proven track record in business growth. Previously serving as Group Head of Propositions & Segment Marketing for Indosat Ooredoo ('Indosat') in Indonesia, he was instrumental in the company's commercial success with outstanding revenue and market share growth. Prior to Indosat, Mr. Monteiro was part of the original start up team at Vodafone Qatar and served in senior Marketing and Sales capacities for over six years in the Middle East, where the company enjoyed tremendous success in gaining significant market in a short time.

iflix Head of Asia, David Goldstein commented: "Jason brings extraordinary business expertise and marketing leadership to iflix, and is an outstanding addition to our leadership team. The depth and diversity of his professional experience along with his track record for delivering business growth will be invaluable in driving commercial success and elevating the iflix brand in our markets across Asia."

"Over the past two years, iflix has set itself apart, not only as Asia's fastest growing media brand, but as a leader in customer experience, innovation and culture. I'm thrilled to join the incredibly talented and dedicated team, to help drive iflix's go to market strategy and execution as we strive to redefine entertainment for the next billion consumers in emerging markets", added Monteiro.

With more than 5 million members and 5 billion minutes streamed since launch, iflix has established itself as the clear market leader in video streaming. Now available to over one billion consumers across 18 territories throughout Asia, the Middle East and North Africa, iflix recently announced the establishment of iflix Africa, to make its world-class service available in Sub-Saharan Africa. Offering 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



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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 for emerging markets, offering users unlimited access to thousands of TV shows, movies and more. With a vast selection everyone's favourite comedies, drama, K-drama, Turkish drama, Bollywood, Nollywood, cartoons, movies and more from Hollywood, The UK, Asia, The Middle East and Africa, 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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