

FOR IMMEDIATE RELEASE

IFLIX NOW AVAILABLE IN NIGERIA

LAGOS, August 17, 2017 – iflix, the world’s leading Subscription Video on Demand (SVoD) service for emerging markets, is thrilled to announce the launch of its revolutionary service in Nigeria. From today, consumers can sign up for a one-month free trial via iflix’s website, www.iflix.com or by downloading the app to their phone or tablet from the Google Play or Apple App Store, 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 and no contractual obligations.

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 content, children’s programs and much more;
- Access to iflix on up to 5 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 their iflix subscription with family or friends and watch shows on two different devices at the same time.

Ngozi Madueke-Dozie, iflix Nigeria Country Manager commented: “We are especially thrilled to launch iflix in Nigeria. iflix offers affordability, variety and convenience by giving our users an amazing selection of the best TV shows and movies from all over the world, to stream or download on any device of their choice for less than N800. We are fully operational in Nigeria, investing heavily in local content and the entertainment industry. We have a local team based in Lagos and this allows us to feel the pulse of our users, which we reflect in our marketing and content. iflix is here to transform the way Nigerians

consume long form entertainment. We are a global company that operates locally, which allows us to leverage our world class technology to deliver content specifically curated for the Nigerian consumer!”

With over 220 studio and distributor partnerships, iflix offers subscribers the largest selection of iconic, critically acclaimed TV series and fan-favourite films both internationally and locally available in the region. iflix’s growing library of exclusive, first run series includes supernatural drama *Midnight Texas*, this year’s smash hits *ICE and Ransom*, critically acclaimed *Humans* and top rated docu-series, *Love & Hip Hop Atlanta*, and many more, all available for the first time in Nigeria. Amongst the hundreds of top shows now available on iflix are *Suits, Big Bang Theory, Vikings, Top Gear*, hugely popular series *Mad Men, Bates Motel, Mr Robot, Fargo, The Flash, Being Mary Jane, Teen Wolf, Medici Masters of Florence, Luther* and many more. iflix additionally offers an incredible catalogue of kids content, including *Peppa Pig, Dora the Explorer, Spongebob Squarepants, Yo Gabba Gabba* and much more.

iflix subscribers can look forward to an extensive library of fan favourite Nigerian dramas and variety shows, such as *Jenifa’s Diary, Grey Dawn, Flower Girl, Shuga, Weekend Gataway, Sun City* and *The Visit*. Additionally, iflix members in Nigeria can enjoy some of the most successful Korean Dramas such as *Goblin* and *Legend of the Blue Sea* along with Regional hit series such as *High Rollers* and *Maseko Ties* amongst others.

One month of unlimited access to iflix TV shows and movies is priced at an amazing NGN 799! Annual subscriptions will receive discount of more than 33% off the monthly rate, priced at NGN 6392 per year.

With more than five million members and five 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 20 territories throughout Asia, the Middle East, North Africa and sub-Saharan Africa. iflix will continue to roll out its world-class service to key additional emerging markets in the coming months.

The launch of the service comes just a week after iflix announced the completion of its \$133 million funding. Britt added, “The new funds will allow us to further execute on our local content strategy in Africa to ensure that we offer local customers across the region the content that they love and want to share with their family and friends.”

Offering consumers a vast library of top Hollywood, Asian & African 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. iflix subscribers can also download TV shows and movies from iflix's extensive catalogue for offline viewing.

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 and movies and more. With a vast selection of everyone's favorite 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 you want at your 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.

For more information:

KATHRYN MECHIE

Regional PR & Communications Manager

AFRICA

m (+27) 0711382253

e kathryn@iflix.com

BETTY ANTHONY

Marketing Manager

NIGERIA

e betty@iflix.com