

FOR IMMEDIATE RELEASE

IFLIX NOW AVAILABLE IN KENYA

NAIROBI, August 29, 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 Kenya. 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.

Paul Coogan , iflix Kenya Country Manager commented: “We are incredibly excited to bring iflix’s world-class service to Kenya. With the largest selection of the best TV shows and movies from all over the world, iflix is primed to redefine how consumers in Kenya experience entertainment through innovative and intuitive features and a seamless mobile experience. We are passionate about our Kenyan consumers and are hyper focused on providing localised and personalised content and service especially for our Kenyan audiences! From content selection to marketing, our customers are at the core of everything we do.”

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 Kenya. Amongst the hundreds of top shows now available on iflix are *Suits*, *Vikings*, *Top Gear*, hugely popular series *Mad Men*, *Bates Motel*, *Mr Robot*, *Fargo*, *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 Kenyan dramas and variety shows, such as *Katikati*, *Soulboy*, *Veve*, *Watatu*, *New Beginnings*, *Shuga*, *Something Necessary*, *Get in the Kitchen* and *Nairobi Half Life*. Additionally, iflix members in Kenya can enjoy many hugely popular Korean Dramas series including *Goblin* and *Legend of the Blue Sea* along with regional hit series such as *Jenifa's Diary*, *High Rollers* and *Maseko Ties* and many more. iflix users will also receive exclusive access to the first iflix Africa commissioned content, leading with *KIKI* and *Nganya*.

One month of unlimited access to iflix TV shows and movies is priced at an amazing Kshs 260! Annual subscriptions will receive discount of more than 33% off the monthly rate, priced at Kshs 2080 per year.

The launch of the service comes just weeks 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."

Now available to over one billion consumers across 21 territories throughout Asia, the Middle East and Africa, iflix has established itself as the clear market leader in video streaming. 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 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 everyone's favourite comedies, drama, K-drama, Turkish drama, Bollywood, Nollywood, cartoons, movies, live sports 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.

Let's play.

iflix is currently available to consumers in Malaysia, Indonesia, the Philippines, Thailand, Brunei, Sri Lanka, Pakistan, Myanmar, Vietnam, the Maldives, Kuwait, Bahrain, Saudi Arabia, Jordan, Iraq, Lebanon, Egypt, Sudan, Cambodia, Nigeria and Kenya.

For more information:

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