

**FOR IMMEDIATE RELEASE**

## **PAY TV EXPERT JONAS ENGWALL JOINS IFLIX AS HEAD OF ASIA**

**KUALA LUMPUR, 30 August 2017** – iflix, the world's leading Subscription Video on Demand (SVoD) service for emerging markets, today announced the appointment of Pay Television expert, global media executive Jonas Engwall as iflix's Head of Asia.

With more than 14 years' experience in broadcasting and television, Mr. Engwall brings extensive expertise and a proven track record for leading business growth and international expansion. As founding CEO of RTL CBS Asia Entertainment Network, he spearheaded the launch of two of the company's channels across 19 Asian markets. He previously served as Vice President at RTL Group Asia (RTL), where he led the Group's expansion into India and Asia, which included the launch of RTL's Indian Channel. Prior to RTL, he was instrumental in the expansion of Modern Times Group's free-to-air television business into emerging markets in Eastern Europe.

iflix Co-founder and Group CEO, Mark Britt commented: "This is an incredibly exciting time as iflix continues to consolidate its lead position as the preferred entertainment platform across emerging markets globally. We love Jonas' reputation in the industry as both a disruptor and innovator. He will be critical to deepening our distribution relationships and continuing to evolve our product through Asia."

Mr. Engwall added: "The team has done an exceptional job over the last two and half years to establish the company's leadership position throughout the region. I am thrilled to join iflix as we enter the next stage of growth and transformation, with a focus on innovating the iflix service, drawing from the best of both Video on Demand and Linear television in its evolution as the future of Pay TV. I am incredibly excited to be at the forefront of this change and help lead that charge."

David Goldstein shifts to a new role as non-executive Chairman of iflix Asia working closely with iflix Group CEO, Mark Britt.

"David has been instrumental in establishing our leadership throughout Asia. The combination of his deep telco and media experience, relationships and strategy have been key drivers for our business. I am thrilled to congratulate David on his new role to provide ongoing business development support, advise iflix's executive team and Board, and grow and manage iflix's

key partner relationships.”

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.

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