

FOR IMMEDIATE RELEASE

ADVERTISING AND BUSINESS DEVELOPMENT EXECUTIVE MATTHEW COLLIER JOINS IFLIX INDONESIA

KUALA LUMPUR, 5 October 2017 – iflix, the world's leading entertainment service for emerging markets, continues its investment in executive talent with the appointment of advertising and communications expert Matthew Collier as Head of iflix Indonesia, reporting to the incoming Head of Asia, Jonas Engwall.

Collier has extensive regional experience leading local talent and developing new businesses in emerging markets across Asia, as well as building advertising business models in the Middle East and Australia. In three years as CEO of Y&R Group Indonesia, he successfully led growth of agency revenue through numerous new business wins, and increased profits by more than double, leading the team to two consecutive Campaign Agency of the Year wins, as well as Indonesia's first-ever Effie. Prior to that, Collier served as CEO of Y&R Indochina where he oversaw tremendous agency growth including the launch of the Myanmar office.

iflix Co-Founder and Group CEO, Mark Britt commented: "Matt is an exceptional business and team leader, with a proven track record driving business growth and strategy. He will be instrumental in spearheading the Company's continued success in Indonesia, one of our most important and exciting territories. I am confident his expertise will be invaluable as we continue to evolve the iflix service with a singular focus on delivering the best entertainment experience for customers across Indonesia."

Collier added: "I am thrilled to take the helm of iflix Indonesia, and lead one of the group's largest and most dynamic markets. Digital services are taking off in Indonesia with huge opportunities to innovate traditional media and entertainment experiences. iflix, the country's leading entertainment platform, will be redefining the user experience for millions of Indonesians across the archipelago. I am incredibly excited to join the company's extraordinarily talented and dedicated team as we continue to take the business from strength to strength."

Now available to over one billion consumers across 22 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



LET'S PLAY

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 entertainment 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, Kenya and Ghana.

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