

FOR IMMEDIATE RELEASE

World's leading digital entertainment service, iflix launches in Bangladesh in partnership with Robi

Kuala Lumpur, 6 November 2017– iflix, the world's leading entertainment service for emerging markets, launched its revolutionary service in Bangladesh today. Consumers can now enjoy 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, and children's programs and much more, by signing up for a one-month free trial via iflix's website, www.iflix.com, or downloading the app to their phone or tablet from Google Play or the Apple App Store.

The Company also announced an exclusive partnership with Robi Axiata Limited ("Robi"), giving Robi and Airtel customers three months unlimited access, sponsored by Robi (worth BDT 900) to iflix's thousands of movies and TV shows (with no credit card required and no obligations). During the entitled access period, Robi customers will also be able to enjoy new exclusive data offers for streaming and downloading shows on iflix.

Each iflix subscription includes access to iflix on up to 5 devices including phones, tablets, laptops, desktops, TVs and other connected devices; as well as the ability to watch shows simultaneously on two different devices at the same time.

With iflix's Download and Watch Offline feature, users can download TV shows and movies to any phone, tablet or mobile device to binge-watch offline, when not connected to the Internet. iflix's new Channels offer users a unique way to discover content from the world's most popular and exciting entertainment studios and brands along with their favourite genres. Users can also add TV shows, movies and Channels to their personalized iflix homepage, as well as follow playlists curated by hundreds of their favourite influencers and celebrities.

With over 220 studio and distributor partnerships worldwide, iflix offers subscribers the most extensive library of iconic, critically acclaimed TV series and fan-favourite films both internationally and locally available in the region, including current hit Hollywood titles The Flash, Arrow, Mr. Robot, Vampire Diaries and Big Bang Theory, and highly acclaimed Bollywood hits Piku, Barfi! and ABCD.

At launch, many of iflix's most popular movies and TV shows will be offered with Bengali subtitles, with the aim of localizing the entire catalogue in the months to come.

iflix Head of Asia, Jonas Engwall commented: "This launch marks a tremendous milestone for iflix. We are thrilled to make our service available in Bangladesh and partner with Robi, Bangladesh's leading telecommunications operator. With the largest library of top international, regional and local TV shows and movies available - all unscheduled and on demand, to enjoy on any device, iflix now offers consumers across Bangladesh and Robi subscribers alike entertainment entirely on their terms!"

"Bangladeshis love local stories and shows. In line with our passion for local customers, iflix will feature an exciting slate of local content. We are committed to growing and supporting the Bengali film and television industry, and providing the local creative community a world class platform to showcase their work," iflix Bangladesh Country Manager, Imrul Karim added.

Robi's Chief Commercial Officer, Pradeep Shrivastava said: "We are proud to partner with iflix to offer world-class entertainment to our customers in Bangladesh. iflix is a unique platform that enables the young talents of our country to display their work on a global platform. Our partnership with iflix is a testament to our commitment to provide the best digital lifestyle experiences for our customers through providing easy and affordable access to the very best in entertainment in the world. This partnership also accelerates our progress towards becoming the next generation digital company."

Robi's Chief Corporate and People Officer, Matiul Islam Nowshad said, "As an aspiring digital company, our foremost priority is to create an enabling eco-system to support the digital lifestyle of our customers. In this connection, we are indeed proud to launch the globally renowned digital entertainment platform, iflix, for our customers. This certainly is a milestone initiative in the implementation of the national vision of a Digital Bangladesh. We are confident that powered by Robi's #1 digital network, iflix will be able to satisfy the entertainment demands of the young and vibrant people of the country."

Monthly retail subscriptions for one month of unlimited access to iflix in Bangladesh will be priced at an amazing BDT 300. Annual subscriptions will receive a two-month discount off the monthly rate and are priced at an incredible BDT 3,000 per year.

Now available to over one billion consumers across 24 countries throughout Asia, the Middle East and Africa, iflix has established itself as the clear market leader in video streaming.

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, Ghana, Nepal and Bangladesh.

ABOUT ROBI

Robi Axiata Limited ("Robi") is a subsidiary company of the Asian telecom giant, Axiata Group Berhad based in Malaysia. Robi is the second largest mobile network operator in Bangladesh. Robi has introduced many first of its kind digital services in the country and has invested heavily to take its mobile network to the underserved communities even in the rural areas. Other shareholders in the entity are Bharti Airtel International (Singapore) Pte Ltd and NTT DOCOMO Inc.

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