



IFLIX WINS FROST & SULLIVAN'S 2017 ASIA-PACIFIC VIDEO ON DEMAND COMPANY OF THE YEAR AWARD

The 2017 win marks the second time consecutively iflix has taken home top honours in Frost & Sullivan's Annual Awards for Best in Class

KUALA LUMPUR, 23 NOVEMBER 2017 iflix, the world's leading entertainment service for emerging markets, is thrilled to announce it was named the **2017 Asia-Pacific Video on Demand Company of the Year** by Frost & Sullivan, the world's leading research and growth consulting firm. This year's award marks the second consecutive year that iflix has received the firm's top honours.

The winner of the Frost & Sullivan Asia-Pacific Video on Demand Company of the Year category must demonstrate exemplary growth and performance in 2016. Contenders were evaluated based on key benchmark criteria including Expansion into New Country Markets, Service Growth, ARPU, Viewership, Degree of Product and Service Innovation and the Reduction of Customer Acquisition Cost.

Now operating in 24 markets globally iflix continues to rapidly expand its footprint throughout emerging markets. The Company continues to demonstrate its commitment to consistently deliver an outstanding user experience across all screens (mobile, tablets, PCs and TV sets) through new feature deployment and technological improvements including HD video, enhanced audio, low bandwidth streaming, offline viewing, convenient payment options, integrated carrier billing, deep personalisation capabilities, language localisation, exclusive programming including live streaming of events, and much more.

The Company recently surpassed 10 billion viewing minutes across its service (equal to more than 19,025 years!) and boasts over 10 million unique downloads of its mobile app.

iflix further offers members an extraordinary content library with a vast selection of first run exclusives, award winning movies and shows, plus the best in international, local and regional programs through its strong content partnerships with the world's leading studios, production houses and distributors including Fox, BBC, Warner Bros., Disney, MGM, Paramount Pictures and many more.

Andrew Milroy, Frost & Sullivan's Senior Vice President commented: "The Frost & Sullivan Best Practices Awards recognizes companies who are best in their class, and we recognize that iflix's receipt of this award is the result of many individuals (employees, customers, and



investors) making daily choices to believe in the organization and contribute in a meaningful way to its future”.

iflix Co-founder and Group CEO, Mark Britt, commented: “This award is a testament to the hard work and dedication of the 800 passionate people at iflix who have put their hearts and souls into creating the leading Internet television platform for emerging markets. We are incredibly humbled to have been recognised for the team’s commitment and achievements now the second year running. We will continue to aggressively innovate and improve our service to better serve our customers with the aim of revolutionising entertainment for the next one billion people in emerging markets.”

ABOUT FROST & SULLIVAN

Frost & Sullivan, the Growth Partnership Company, works in collaboration with clients to leverage visionary innovation that addresses the global challenges and related growth opportunities that will make or break today's market participants. For more than 50 years, we have been developing growth strategies for the global 1000, emerging businesses, the public sector and the investment.

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.

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