



LET'S PLAY

FOR RELEASE RELEASE

IFLIX VIETNAM NAMES CHI PU AND SOOBIN HOANG SON BRAND AMBASSADORS

HANOI, 28 November, 2017 – iflix, the world's leading entertainment service for emerging markets, offering subscribers unlimited access to thousands of TV shows and movies, today welcomes Vietnamese celebrities Chi Pu and Soobin Hoang Son as brand ambassadors.

Known for her successful career in film production and music, Chi Pu has amassed a tremendous following, particularly with the youth of Vietnam. Together with popular singer/songwriter Soobin, the pair represent two of the country's most popular stars.

"It is an exciting time to be in the entertainment industry and to witness the rise of digital platforms such as iflix. I am a huge fan of the service, and am thrilled to join the iflix Vietnam team as brand ambassador. I love the company's vision and its values which are so similar to my career and life," said Chi Pu.

"I am very excited to join the global entertainment revolution, and to be part of iflix's exclusive list of celebrity ambassadors. I cannot wait to create my own 'Playlist' to share what I'm watching and loving on the service with fans," said Soobin.

iflix Vietnam Country Manager, **Tung Hoang**, added, "We are extremely honoured to welcome Chi Pu and Soobin, two of Vietnam's biggest celebrities, to the iflix family. With their huge successes in cinema, music and beyond, they are incredibly important icons in Vietnam's entertainment industry, as well as great representatives of our brand and values".

Now available to over one billion consumers across 24 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 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



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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.

For more information, please contact:

Phung Hai Ha

PR & Social Media

ha.phung@iflix.com

+84 903214296