

IFLIX ADDS NEW CHANNEL FEATURING SAI SAI KHAM LENG

Yangon, December 15, 2017 – iflix, the world's leading entertainment service for emerging markets, is thrilled to announce the latest addition to its *Channels* offering from some of the world's most popular regional and local studios and brands. With over 30 blockbuster hits from Burmese singer-songwriter and actor, Sai Sai Kham Leng, the all-new Sai Sai *Channel* launches today in an engaging and easy to navigate channel interface.

iflix users will now be able to access content featuring Sai Sai Kham Leng, featured in app and at iflix.com, in their own branded space including:

- *Adam, Eve and Datsa*
- *Colorstone Lesson*
- *Angel of Eden*
- *From Bangkok to Mandalay*

Users will be offered an exceptional viewing experience with titles available to stream in HD format with upgraded audio on the user's personalized iflix homepage.

Sai Sai's *Channel* joins iflix's extensive library of hit local titles, including *A Chit Sit*, *Charm*, *Yadanarpon*, *Shwe Moe Ngwe Moe Thoon Phylo Lo Ywar* and *Wut Yee Gourmet Food*, as well as popular TV series *Mingalar Shi Tae A Yat*, which is available to stream and download just 24 hours after its initial television broadcast.

iflix Head of Indochina, Adeana Greenlee, said "We are committed to delivering content that strongly resonates with our local audiences as we continue to support the local entertainment ecosystem by giving local artists a platform to showcase their world-class talent. The addition of Sai Sai's exclusive *Channel* is an incredible milestone as we launch his extensive collection of hit movies for the first time ever in a digital platform. Fans of Sai Sai can now easily access many of his best films, wherever, whenever."

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, Middle Eastern and local TV shows and movies, including many first-run exclusives and award-winning programs, each subscription allows users



LET'S PLAY

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, Ghana, Nepal and Bangladesh.

For more information, please contact:

Kyaw Zin Htun

PR & Communications Manager

kyaw@iflix.com

+959 970 278 673

No.150 Dhamazedi Road,
Bahan Township,
Yangon, 11201 Myanmar.

Play now at iflix.com