

FOR IMMEDIATE RELEASE

IFLIX SRI LANKA LAUNCHES CELEBRITY PLAYLISTS

COLOMBO, December 20, 2017 – iflix, the world's leading entertainment service for emerging markets, today announced the launch of its Playlists feature in Sri Lanka, bringing many of the country's most influential people and personalities and their fans together. From today, iflix subscribers can follow the personal Playlists of Sri Lanka's top entertainment icons, including iflix Brand Ambassadors, Saranga Dissasekera and Dinakshie Priyasad, Natasha Rathnayake, Umara Sinhawansa, The Lanerolle Brothers, Dimuth Karunaratne and more.

With iflix's Playlists feature, subscribers can now follow these personally curated playlists to find out what their favourite personalities are watching on iflix. Subscribers will additionally receive notifications when those playlists are updated. Playlists revolutionizes the content discovery experience, enabling subscribers to find new TV shows and movies from the people and trusted sources they already love.

iflix Sri Lanka Country Manager, Shadwell Weerasinghe, commented: "At iflix, we are obsessively focused on customer experience. Playlists enable our subscribers to better navigate the vast iflix library of TV shows and movies, to help them decide what to watch next. We are proud to have an awesome roster of celebrities to curate and share their favourite iflix titles for their fans to enjoy. This is also a great way to have our subscribers connect to their favourite icons, not just in Sri Lanka but across the region."

For new subscribers, iflix offers a complimentary one-month trial with full access to its service, features and content. Dialog customers exclusively receive 12 months unlimited access to iflix's world-class service, sponsored by Dialog.

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.



LET'S PLAY

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:

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