

FOR IMMEDIATE RELEASE**IFLIX PREMIERES *MY FIRST LOVE*, EXPRESS FROM KOREA**

HANOI, January 19, 2018 – iflix, the world's leading entertainment service for emerging markets, is thrilled to announce it will premiere up-and-coming romantic K-drama, *My First Love* exclusively on the platform. From today, the first four episodes will be available to stream and download only on iflix, with new episodes available weekly every Tuesday and Wednesday just 24 hours after the initial television broadcast by OCN in Korea.

Based on the web-comic series titled *Aeganjang* by Kim Hee Ran and Kim Byung Kwan, *My First Love* tells the tale of an unforgettable first love. Ten years have passed, but Kang Shin-Woo (Lee Jung-Shin) is unable to forget his first love, Han Ji-Soo (Lee Yeol-Eum). When Kang accidentally travels to the past and meets his younger self (Seo Ji-Hoon), he's given a chance to re-write history as he struggles to help his younger self keep his high school sweetheart.

My First Love joins iflix's extensive library of popular and highly-acclaimed Korean dramas, including *Secret Garden*, *Goblin*, *The Legend of the Blue Sea*, *Descendants of the Sun*, *The Inheritors* and many more, to make iflix the premier destination for the best of Korean entertainment.

iflix Vietnam Country Manager, Tung Hoang commented: "We are excited to bring the latest K-drama craze to iflix subscribers in Vietnam. Express from Korea, fans can stay up to date with *My First Love*, with new episodes weekly on iflix just 24 hours after their television broadcast. The addition of *My First Love* is a testament to our commitment to bring only the most highly anticipated shows to our subscribers, delivering the content they want to watch – on their terms."

Now available to over one billion consumers across 25 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, Bangladesh and Zimbabwe.

For more information, please contact:

Zaya Pono
Regional PR & Communications – Asia
zaya@iflix.com
+6017 9292 754