

FOR IMMEDIATE RELEASE**IFLIX EXPANDS KIDS PORTFOLIO FOLLOWING TREMENDOUS VIEWERSHIP GROWTH**

- *iflix increases its offering from some of the world's most popular studios and brands, including Cartoon Network, Nickelodeon and Nick Jr.*
- *iflix expands its portfolio of movies and TV series for kids of all ages to include family favourites like 'Tomorrowland', 'Alice in Wonderland', 'Rango', 'The Adventures of Tintin', and 'The Chronicles of Narnia: The Lion, the Witch and the Wardrobe'*

KUALA LUMPUR, January 22, 2018 – iflix, the world's leading entertainment service for emerging markets, is thrilled to launch its all new dedicated *iflix Kids Channel*, with an expanded selection of hundreds of top movies and TV series for children of all ages from many of the world's most popular studios and brands¹, available to both stream and download.

The all-new *iflix Kids Channel* will feature:

- **Cartoon Network** – *Adventure Time, Ben 10, The Amazing World of Gumball, Clarence, Regular Show, We Bare Bears, Uncle Grandpa, Steven Universe, The Powerpuff Girls and Mighty Magiswords;*
- **Nickelodeon** – *Avatar: The Legend of Aang, iCarly, and The Thundermans;*
- **Nick Jr.** – *Blue's Clues, Wallykazam!, and Blaze and the Monster Machines;*
- **Disney-Pixar Animation Studios** – *Inside Out, Finding Dory, The Incredibles, Ratatouille and Good Dinosaur;*
- **Disney** – *Tomorrowland, Alice in Wonderland, The Chronicles of Narnia: The Lion, the Witch and the Wardrobe, Big Hero 6, Brave, The Jungle Book, Zootopia, and Tangled.*

iflix recently also added family favourites such as *Rango* and *The Adventures of Tintin*, and popular local hits *Upin & Ipin* and *Upin & Ipin: Jeng Jeng Jeng* to its Kids library.

iflix Group Chief Content Officer, Sean Carey said: "Kids is a core segment we are focusing on this 2018. User metrics reveals increasing and sustained engagement. We have seen tremendous growth in usage stats, with a 74% increase in session times on Kids content including a 630% jump in minutes viewed in 2017 compared to 2016. We are thrilled that

¹ Title availability varies per territory



LET'S PLAY

both our young and young-at-heart users can now easily discover and enjoy some of the world's best studios, brands and titles for Kids – unscheduled, and on-demand.”

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.

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.

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