

**FOR IMMEDIATE RELEASE**

## **AWARD-WINNING MYANMAR ACTRESS PHWAY PHWAY JOINS TEAM IFLIX**

**YANGON, January 28, 2018** – iflix, the world’s leading entertainment service for emerging markets, is proud to welcome one of Myanmar’s most celebrated actresses, the award-winning Phway Phway, as partner and ambassador.

Phway Phway, a critically acclaimed actress and model, is the recipient of two Myanmar Motion Picture Best Actress Academy Awards; the first in 2012 for *Let Pan* and three years later for *I Am, Rose Darling*. Both films, directed by award-winning Myanmar director, Wyne, smashed box office records and hold court as the country’s highest grossing of all time. With millions of followers on social media, the multi-talented Phway Phway is one of the most popular faces in the Burmese entertainment industry, with an impressive list of films, music videos, magazine covers and TV commercials to her credit.

Phway Phway will bring her seasoned industry experience to iflix as a key advisor, supporting the Company’s ambitions as it pushes ahead with its huge local content tent poles focusing on first-run local movies direct from cinema and a bold slate of original programming. She will additionally drive awareness for iflix’s world-class platform and extensive catalogue of international, regional and local content as the Company champions the local entertainment industry by providing a platform to showcase Myanmar talent globally.

iflix brings together highly influential local and international leaders from the entertainment industry to drive strategy, growth and development. To that end, Phway Phway joins some of Asia’s top celebrities including Pakistan’s Ali Zafar; Malaysia’s Maya Karin, Sazzy Falak and Afdlin Shauki; the Philippines’ Karylle Tatlonghari-Yuzon, Iza Calzado, JM Rodriguez, and Ruffa Gutierrez; Thailand’s Jeab – Sopidnapa Chumpanee, Aom – Phiyada Akkraseranee, Jeab – Lalana Kongtoranin, Note Panayanggool and Paule – Ponphan Sittinawawit; and Indonesia’s Ashraf Sinclair and Bunga Citra Lestari, bringing together a combined social media following of over 67 million fans.

**iflix Head of Indochina, Adeana Greenlee** said: “It is our great pleasure to welcome Phway Phway to the iflix family. With her huge successes in cinema and beyond, she is incredibly

important to Myanmar's entertainment industry as well as a fantastic representative of our brand, ambitions, and values.”

“In commemoration of today's announcement, we are additionally thrilled to premiere Phway Phway's hit blockbuster comedy, *Yite Lite Par Oo Dome Dome Dome* - to stream and download on iflix for all her fans,” she added.

Phway Phway added: “iflix has done a phenomenal job in revolutionising the way Myanmar consumes entertainment, and I'm very honoured to be a part of this monumental shift. I am a huge fan of the service and look forward to sharing my personally curated Playlist of movies and TV shows I love to watch on iflix with all my fans.”

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.

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## **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.



LET'S PLAY

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