

**FOR IMMEDIATE RELEASE****IFLIX PARTNERS WITH DISCOVERY NETWORKS ASIA TO LAUNCH DEDICATED CHANNELS**

- *iflix increases its offering from some of the world's most popular studios and brands to include Discovery Channel, TLC and Animal Planet*
- *iflix expands its portfolio of premium nonfiction and lifestyle content to include hit series 'Man vs. Wild', 'Deadliest Catch', 'Say Yes to the Dress', 'Cake Boss', 'Orangutan Island', 'My Cat from Hell' and more*

**KUALA LUMPUR, January 30, 2018** – iflix, the world's leading entertainment service for emerging markets, today announced a partnership with leading international television network, Discovery Networks. From today, iflix subscribers will be able to stream and download an expanded selection of premium nonfiction and lifestyle content from some of Discovery Networks' most popular brands.

Content by Discovery Networks is characterized by unparalleled production values, spectacular cinematography and compelling stories, and spans nonfiction genres including science, exploration, survival, natural history, sustainability of the environment, technology, anthropology, health and wellness, engineering, adventure, lifestyles and current events.

The all-new dedicated Channels will feature:

- **Discovery Channel** – *Ed Stafford: Left For Dead, Marooned with Ed Stafford, Naked And Afraid, You Have Been Warned, Idris Elba: Fighter, Hacking the Wild, Bear Grylls: Breaking Point, Deadliest Catch, Gold Rush, Manhunt with Joel Lambert, Abalone Wars, Bangkok Hooker, Jumpcut Asia, Surviving Borneo, You Have Been Warned Asia, and Fast N Loud*
- **TLC** – *Cake Boss, Say Yes To The Dress, The Kings, 90 Day Fiance, Love at First Swipe, PlayHouse Masters, 2 Dudes & A Kitchen, Married by Mom & Dad, My Big Fat American Gypsy Wedding, Extreme Cheapskates, and Next Great Baker*
- **Animal Planet** – *My Cat From Hell, African Wild, Meet the Penguins, Wildest Islands of Indonesia, Frontier Borneo, Dogs: The Untold Story, Orangutan Island, Tanked, Pit Bulls And Parolees and Dr. Jeff: Rocky Mountain Vet.*

iflix Group Chief Content Officer, Sean Carey said: "Discovery captivates superfans around the globe with high quality content designed to inform, entertain and inspire. We are excited to add Discovery's most popular brands to our extensive portfolio of the world's most

beloved entertainment brands. Now, iflix subscribers across Asia can stream or download the best of Discovery's library in a dynamic, easy-to-navigate interface."

In addition to big global hits, the offering from Discovery also includes several local productions and localised programmes. From wild fishing adventures in Thailand and how to whip up dude food, to chicken beauty pageants in Indonesia and pressing conservation issues, these stories from and about Asia will appeal to local audiences.

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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