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QYOU and iflix partner on major global content initiative

- iflix, the leading entertainment service for emerging markets, to distribute exclusive localized QYOU video programming in 25 global territories reaching a potential audience of over 1 billion
- Agreement marks major step for QYOU, significantly expanding its global footprint with initial targeted localized formats in Indonesia, Malaysia and Philippines

KUALA LUMPUR, 7 February 2018 – [QYOU Media](#) (TSXV: QYOU OTC: QYOUF), the world's leading curator of premium 'best-of-web' video for multiscreen distribution, announced today it has partnered with iflix, the leading entertainment service for emerging markets, to distribute QYOU's curated online video content in 25 global territories. The agreement includes exclusive locally hosted formats on iflix's service in Indonesia, Malaysia and Philippines.

iflix has seen tremendous growth in emerging markets within Asia, the Middle East and Africa, and attributes that success to creating a service for local customers with locally relevant content. iflix has now selected QYOU, as the company's first short form content partner to help boost its catalogue of regional content. For QYOU, this marks a major step to building further localized offerings around the world, following the success of its local launches in India and Poland last year.

The appetite globally among millennials and Gen-Z for digital first short form video content continues to grow at astonishing rates with over 500 million hours of video watched on YouTube daily. To help iflix capitalize on this appetite and tap further into this market segment, QYOU will curate bespoke video content from local creators in each local market and package this for iflix users around the region.

This represents the first step in a growing distribution collaboration between the two companies to bring unique short form content from local video creators to audiences in emerging markets.

"We are passionately focused on local customer experiences and are always looking for new ways to deliver authentic culturally relevant, compelling content to our users," said **Sean Carey, Chief Content Officer, iflix Group**. "QYOU is a great partner to help us in this quest. They have a proven ability to curate, customize and package the best of short form local online video content for millennial audiences. Introducing exclusive QYOU's content to the service in our markets, beginning with



Southeast Asia will help further enrich our offering by showcasing some of the best local entertainment the region has to offer.”

“Both of our companies recognize that there is a global shift towards a more culturally relevant and personalized content experience,” said **Curt Marvis, CEO and Co-founder of QYOU Media**. “This is particularly true for younger audiences who regularly view videos from local creators on social video channels, where the barriers to creating amazing video are so much lower. We are thrilled to partner with iflix, who recognize the importance of delivering curated locally produced content and share our ambitions to bring customers the best content wherever and however they choose to view it.”

About QYOU Media

QYOU Media Inc. is a fast-growing global media company that curates and packages premium ‘best-of-the-web’ video for multiscreen distribution. Founded and created by industry veterans from Lionsgate, MTV, and CinemaNow, QYOU’s millennial-focused products including linear television networks, genre-based series, mobile apps, and video-on-demand formats reach millions of customers on six continents. Distribution partners include Sinclair Broadcast Group, Vodafone, 21st Century Fox, Liberty Global, Telenor and TATA Sky.

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.

Contacts

Holly Searle
Platform Communications – for QYOU Media
+44 (0) 207 486 4900
holly@platformcomms.com
Jeff Walker,
Investor Relations - for The QYOU

Natasha Robertson
VP Marketing, QYOU Media
+49 152 2254 7680
tash@qyoutv.com



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+ 1 403 221 0915
jeff@howardgroupinc.com

Sabina Medarevic
Corporate Communications Manager, iflix
+6012 624 3403
sabina@iflix.com

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