



IFLIX SUBSCRIPTION CARDS NOW AVAILABLE IN ALL CITY MART OUTLETS NATIONWIDE

Yangon, March 6, 2018 - iflix, the world's leading entertainment service for emerging markets, today announced a partnership with Myanmar retail giant City Mart Holding Co., Ltd. to provide a new offline payment method for iflix in more than 142 outlets nationwide under CMHL.

From today, customers in Myanmar can purchase an iflix subscription at any CMHL outlet, including City Mart Supermarkets, marketplace by City Mart, Ocean Supercenters and City Express convenience stores with no credit card required. Both monthly and annual subscriptions are available for purchase at CMHL outlets at 3,000 MMK and 30,000 MMK, respectively. For new subscribers, iflix offers a complimentary one-month trial with full access to its service, features and content. Go to www.iflix.com, or download the app from the Google Play or Apple App Store to register.

iflix Head of Indochina, Adeana Greenlee, said: "We are proud to partner with City Mart Holding Co., Ltd., Myanmar's largest and leading retail chain, to provide alternative payment options for new and existing iflix customers. We want to make it as easy as possible for all of its shoppers and Myanmar subscribers to pay for their iflix subscriptions."

"Our customers are at the forefront of our business, and we seek to fulfil their evolving needs. Our partnership with iflix, Myanmar's leading entertainment service, is a testament to our commitment to cater to our customers' desire for world-class entertainment. Now, everyone in Myanmar can just walk into any City Mart, marketplace, Ocean Supercenters and City Express convenience store and pay for iflix subscriptions while enjoying a complete shopping experience," said Daw May Zin Soe Htet – Marketing Director of City Mart Holding Co., Ltd.

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.

ABOUT CMHL

City Mart Holding Limited launched the first ever City Mart Supermarket outlet at Aung San Stadium in downtown Yangon in 1996. We have been steadily growing our business together with all our stakeholders including customers, partners, suppliers and employees. We seek to serve more to Myanmar's population through expansion of retail outlets and by introducing new retail concepts. As Myanmar's future is currently being written, we are confident that, together we can sustain growth and expand market share by focusing our efforts on offering the quality products and services and provide best-value-for-money concept to Myanmar consumers. While increasing our footprint in the Market, we take into account the impact our actions have on our employees, customers, society, and the environment. Looking into the future and taking into consideration the bigger scheme, we pledge to be part of building a new Myanmar as a socially responsible organization with rapid growth that all stakeholders can be proud of.

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