

FOR IMMEDIATE RELEASE

DIANA BOO JOINS IFLIX AS COUNTRY MANAGER FOR MALAYSIA & BRUNEI

KUALA LUMPUR, March 19, 2018 – iflix, the world's leading entertainment service for emerging markets, has appointed Diana Boo as Country Manager for iflix Malaysia and Brunei.

With over 20 years in the advertising, digital media and ad technology space in Southeast Asia, Boo brings extensive digital marketing experience and a proven track record in partnership management and business growth. Prior to joining iflix, she helmed Publisher Solutions for CtrlShift's Southeast Asian business for over nine years. Prior to CtrlShft, Boo held senior roles at renowned advertising agencies BBDO/ Proximity and Saatchi & Saatchi before expanding her portfolio to digital media.

iflix Head of Asia, Jonas Engwall, commented: "We are thrilled to have Diana onboard to lead iflix Malaysia and Brunei. I am confident that her extensive industry experience will be hugely advantageous as we continue to accelerate our rapid growth in the region. She has an outstanding track record within the digital technology space and will be invaluable to iflix, taking the brand to greater heights for Malaysia."

"We are seeing incredible growth and adoption in streaming media and Malaysians are some of the savviest consumers in the region when it comes to digital content. I am incredibly excited to spearhead the next stage of iflix's growth and transformation. We are leading the charge in the industry and I am proud to be part of this talented and extremely dedicated team as we set and achieve more milestones in the coming years," added Diana Boo.

In January, iflix Malaysia announced a joint venture with Football Malaysia LLP, operator and regulator of Malaysia's professional football league and competitions. Since the kickoff of Liga Super, the average viewership on the all new '*Football Malaysia on iflix*' channel has remained 470% higher than the average attendance at stadiums.

Propelled by encouraging results and an unprecedented demand from fans, iflix will expand its program offering to include short-form content centred on goals, saves, players and skills, as well as human interest stories, in addition to game highlights.

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.



LET'S PLAY

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.

For more information, please contact:

Conrad Bateman
Consumer PR Manager – Malaysia & Brunei
conrad@iflix.com
+6012 610 5064