

FOR IMMEDIATE RELEASE**KOREAN BREAKOUT HIT, *GRAND PRINCE*, PREMIERES ON IFLIX**

KUALA LUMPUR, March 26, 2018 – iflix, the world's leading entertainment service for emerging markets, is thrilled to announce the premiere of Korean breakout hit, *Grand Prince*, exclusively on the platform.

From today, episodes of the series will be available to stream and download in Asia for free only on iflix, with new episodes available weekly every Monday and Tuesday just 24 hours after the initial television broadcast by TV Chosun from Korea. The complete series will also be available in all Sub-Saharan African markets from April 8, 2018.

Historical drama writer-director powerhouse of Jo Hyun Kyung (*Maids*) and Kim Jung Min (*Gunman in Joseon, The Princess' Man*), bring together a stellar cast to tell a gripping tale of rivalry, murder and romance in the Joseon dynasty.

Acting heavyweights Joo Sang Wook and Yoon Shi Yoon (*Baker King, Kim Tak Goo* and *The Best Hit*) star as royal princes and brothers competing for power and the love of a noblewoman, played by Jin Se Yeon (*The Flower in Prison*). Adding to the drama, the series is based on the real-life historical conflict between two royals over the same woman.

The Grand Prince joins iflix's extensive library of popular and highly-acclaimed Korean dramas, including *My First Love, Secret Garden, Goblin, The Legend of the Blue Sea, Descendants of the Sun, The Inheritors* and many more, to make iflix the premier destination for the best of Korean entertainment.

iflix Chief Content Officer, Sean Carey, commented: "Following the popularity and success of Korean dramas, we are thrilled to offer the highly acclaimed *Grand Prince* to all iflix audiences and fans in Asia for free, reaffirming our commitment to offer the best entertainment content our viewers want to watch, on their terms."

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 of 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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