

**FOR IMMEDIATE RELEASE**

## **IFLIX IS NOW AVAILABLE IN MOROCCO, LAUNCHES PARTNERSHIP WITH INWI**

**KUALA LUMPUR, April 11, 2018** – iflix, the world's leading entertainment service for emerging markets, today announced the launch of its revolutionary service in Morocco.

Consumers can now enjoy unlimited access to iflix's vast library of thousands of first-run exclusive shows, award-winning TV series, blockbuster movies, popular local and regional content, children's programs and much more, by signing up for a one-month free trial via iflix's website, [www.iflix.com](http://www.iflix.com), or downloading the app to their phone or tablet from the Google Play or the Apple App Store, with no credit card and no obligations.

The Company also announced an exclusive partnership with Inwi, Morocco's premier telecommunications provider, to give "Club Inwi" members 6 months unlimited access to iflix (worth MAD 270) as part of the operator's subscriber privilege service, all sponsored by Inwi.

During the entitlement period, Inwi customers will be able to access iflix on up to 5 devices, including phones, tablets, laptops, desktops, TVs and other connected devices; as well as watch shows simultaneously on two devices at the same time.

With iflix's Download and Watch Offline feature, users can download TV shows and movies to any device to binge-watch offline when not connected to the Internet.

iflix's Channels offer uses a unique way to discover content from the world's most popular and exciting entertainment studios and brands, along with their favourite genres. Users can add TV shows, movies and Channels to their personalised iflix homepage, as well as follow playlists curated by hundreds of their favourite influencers and celebrities.

With over 220 studio and distributor partnerships worldwide, iflix offers subscribers the most extensive library of iconic, critically-acclaimed TV series and fan-favourite films, including *Friends*, *The Flash* and *The Big Bang Theory*, *American Beach House*, *Hercules* and *Ghost*, as well as top iflix Originals, including *The Hicham Haddad Show* and *Waklinha Walaa*, a 60-episode Egyptian TV series, and winner of the *Best OTT Production for 2017* award.

At launch, many of iflix's most popular movies and TV shows will be offered with French and Arabic subtitles, with the aim of localizing the entire catalogue in the months to come.

**Ihsane Moutaib, General Manager of iflix Morocco**, said, "This launch marks a tremendous milestone for iflix. Our goal is to give the ever-growing internet-connected population the quality entertainment it deserves. We are thrilled to make our service available in Morocco and to partner with Inwi, Morocco's leading telecommunications operator. With the largest library of

top international, regional and local TV shows and movies available - all unscheduled and on demand, to enjoy on any device, iflix now offers consumers across Morocco, and Inwi subscribers alike, entertainment entirely on their terms.”

Now available to over one billion consumers across 26 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, 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 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, Zimbabwe and Morocco.

### **For more information, please contact:**

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