



## **OOREDOO MYANMAR AND IFLIX ROLL OUT DIRECT CARRIER BILLING FOR SUBSCRIBERS**

*Ooredoo customers can now pay for iflix subscriptions securely and conveniently, while enjoying exclusive benefits with their Ooredoo mobile account*

**YANGON, April 30, 2018** – iflix, the world’s leading entertainment service for emerging markets, today announced an expansion of its partnership with Ooredoo Myanmar, the widest and strongest 4G network provider in Myanmar. From today, Ooredoo customers can conveniently and securely pay for iflix subscriptions using their mobile account, while enjoying exclusive promotional subscription prices\*, sponsored by Ooredoo.

iflix subscribers on the Ooredoo network will enjoy at least 20% off published subscription fees when paying for a 1, 3 and 12-month iflix subscription, priced at 2,000Ks, 5,000Ks and 22,000Ks respectively, when using their mobile balance through the menu on the iflix app or through iflix.com. Ooredoo customers can still enjoy up to six months of unlimited access to iflix’s world-class service, sponsored by Ooredoo, as previously announced.

**iflix Head of Indochina, Adeana Greenlee**, said: “Since launching our partnership with Ooredoo last June, we’ve seen tremendous growth in both user acquisition and engagement across Myanmar. The expansion of our partnership with Ooredoo sharpens our focus in making iflix available on as many devices in Myanmar as possible. We at iflix are committed to providing an easily accessible, hyper-localised, premier entertainment service at an affordable price to the people of Myanmar. ”

Pwint Oo Swe, Marketing and Communication Director of Ooredoo Myanmar said, “We understand on the demanding of youth culture and behavior. Thus We make sure special iflix offer for our customers to enjoy video steaming at any time anywhere through Ooredoo’s widest and strongest 4G network.”

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, 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. Enjoy video streaming on iflix with Ooredoo’s superfast internet.

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*\*Promotional prices subject to change. iflix has the right to end or modify any promotion at any time. Other restrictions may apply. Offers only apply to Myanmar unless otherwise noted.*

## **ABOUT OOREDOO MYANMAR**

Ooredoo, the mobile telecom operator bringing crystal clear voice calls and fast internet to Myanmar, announced the availability of its life-enriching services in August 2014. In June 2013 Ooredoo was awarded a license to operate in Myanmar. The past twelve months have been spent laying the foundations for Ooredoo to become an integral part of the nation's daily life. Ooredoo Myanmar offers a wide range of life-enriching, exciting and customer-friendly mobile communication services through its next generation network. These services provide a platform for human growth and empowerment and are designed to help people achieve their full potential and businesses run more efficiently.

Twitter: @ooredoo\_mm

Instagram: @ooredoomyanmar

Facebook: [www.facebook.com/OoredooMyanmar](http://www.facebook.com/OoredooMyanmar)

LinkedIn: [www.linkedin.com/company/ooredoomyanmar](http://www.linkedin.com/company/ooredoomyanmar)

## **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, Cambodia, Vietnam, the Maldives, Kuwait, Bahrain, Saudi Arabia, Jordan, Iraq, Lebanon, Egypt, Sudan, Nigeria, Kenya, Ghana, Nepal, Bangladesh, Zimbabwe and Morocco

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