



**Press Release
FOR IMMEDIATE RELEASE**

SAY HELLO TO UNLIMITED ENTERTAINMENT: MPT PARTNERS WITH IFLIX IN MYANMAR

MPT customers can now enjoy 12-months unlimited iflix courtesy of MPT

(Yangon, 9th April, 2018) – MPT, Myanmar’s first and leading telecommunications operator announced a new collaboration with iflix, the world’s leading entertainment service for emerging markets. Together, the two companies are now offering all MPT subscribers’ 12-months unlimited access to thousands of the world’s best TV shows, movies and more on every device they own, courtesy of MPT, valued at MMK 36,000 of subscription fees.

Starting today the partnership with iflix delivers MPT users easy access to unlimited video streaming via mobile data on MPT’s high quality 3G and 4G LTE+ mobile networks. All MPT customers can access iflix on up to five devices at once, stream shows simultaneously on two different devices, including phones, tablets, laptops, desktops, TVs and other connected devices. In addition, with the “Download and Watch Offline” feature, MPT customers can download TV shows and movies to any phone, tablet or mobile device to binge-watch offline, when not connected to the Internet.

“Over the past few years, Myanmar has changed the way it consumes entertainment. Internet-connected mobile phones are now the best way to watch your favorite content. When we talk about “Moving Myanmar Forward” it’s about being committed to innovation and exploring possibilities, which is exactly what we are doing with iflix. As Myanmar’s first and leading network, we are proud to provide better entertainment options for our customers on our high quality 3G and 4G LTE+ mobile networks, allowing our customers to stream international and local content wherever and whenever they want. This is the power of MPT in action, and we can’t wait to offer our loyal customers even more exciting services to enhance their digital experiences in the future,” said Mr.Reizo Umeda, Chief Commercial Officer of MPT KSGM Joint Operations.

With more than 220 studio and distributor partnerships worldwide, iflix offers subscribers the most extensive library of iconic, critically acclaimed TV series and fan-favorite films both internationally and locally available in the region, including current hit Hollywood titles *The Flash*, *Arrow*, *Mr. Robot*, *Vampire Diaries* and *Big Bang Theory*, and highly acclaimed



Myanmar hits *Yite Lite Par Own Dome Dome Dome*, *Mingalar Shi Tae A Yat* and *Battle of Two Flowers*.

iflix's new channels offer users a unique way to discover content from the world's most popular entertainment studios and brands, easily categorized by genre. Users can also add TV shows, movies and channels to their personalized iflix homepage, as well as follow playlists curated by many Myanmar influencers and celebrities including Phway Phway, Lu Min, Thar Nyi, Tun Ko Ko and many more.

Iflix General Manager of Indochina, Adeana Greenlee commented: *"This partnership with MPT marks a tremendous milestone for iflix in Myanmar. We are thrilled to make our service available to MPT's vast subscriber base. 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 MPT subscribers thousands of hours of entertainment entirely on their terms!"*

To redeem this amazing offer, MPT customers should download the iflix app from Google Play or the App Store to stream content on smartphones, tablets or TVs. Registration for the service must be done through an MPT SIM to receive access to the 12-month offer, valued at MMK 36,000. Users can avail this offer between 9th Apr 2018 and 7th Jul 2018. Internet charges will be applied. For more information, please call *5050# to download the iflix app, check the MPT Facebook page, or call 106.

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 MPT

MPT is the first and leading telecommunications operator in Myanmar and has been championing the development of the telecommunications industry for over 130 years. It provides both fixed and mobile telecommunication services to people and enterprises, including nationwide largest 3G network and Myanmar's fastest, most advanced MIMO 4X4 powered data service known as LTE+.

In July 2014, MPT, signed a Joint Operations Agreement with KDDI Summit Global Myanmar (KSGM), whose ultimate ownership is held by Japanese partners KDDI Corporation (KDDI) & Sumitomo Corporation (Sumitomo). Together, KDDI and Sumitomo have committed to invest over 2 billion dollars of ten years to accelerate the development of MPT and Myanmar's telecommunications industry. This commitment is among the largest historical Japanese investments in the country.

Together with its workforce of over 8,000 employees and KSGM, MPT is committed to continually driving the development of the sector, upholding its values of social responsibility and moving Myanmar forward.

For more information and detailed terms and conditions, visit www.mpt.com.mm or www.facebook.com/mptofficialpage.

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 Zimbabwe and Morocco.

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