



IFLIX LAUNCHES IN TANZANIA, SIGNS PARTNERSHIP WITH VODACOM TANZANIA

DAR ES SALAAM, 19 April, 2018 – The leading mobile network operator, Vodacom Tanzania PLC, today announced the launch of its partnership with iflix, the world’s leading entertainment service for emerging markets, to give Vodacom customers unlimited access to iflix’s service.

iflix offers Vodacom customers unlimited access to thousands of the world’s best TV shows, movies and more on every device they own up to 30th May 2018. Vodacom customers can redeem their offer by registering on www.iflix.com/vodacomtz. No credit card or payment details are required and also there are exclusive promotional video internet bundles by dialing *149*01# choose internet and then Video bundle and then Iflix. The available bundles includes daily at Tsh.1000, weekly at Tsh.6500, monthly at Tsh.18,000.

The partnership comes amid a shifting global media landscape that sees demand for current and exclusive content across multiple platforms continue to grow. With over 240 studio and distributor partnerships worldwide, iflix offers subscribers the most extensive selection of iconic, critically-acclaimed TV series and fan-favorite films both internationally and locally available, including hit titles such as *ICE*, *Saints I Sinners*, *Riviera*, *Britannia*, *Tin Star*, *Being Mary Jane*, *Medici Masters of Florence* and *Luther*, and more. As well as Bollywood hits *Love Shagun*, *Sharafat Gayi Tel Lene*, *Golmaal Returns* and *Dedh Ishqiya*.

On the African front, iflix offers Bongo Movies such as *Akili Nyingi*, *Mama Kubwa*, *Mapenzi Yamerogwa*, *Family*, *Perfect Command* and *Omega* and much more with iflix Originals to be announced.

Vodacom Consumer Business Unit Director Hisham Hendi, said: “Vodacom is committed to lead Tanzania into the digital age and one way we demonstrate this is through our commitment in delivering exceptional digital entertaining experience to our customers. This is today being cemented by a ground-breaking partnership with iflix. To validate our customer-centric focus on delivering great value, we are not only providing our customers with a seamless access to the world’s best entertainment catalogue but also creating a platform where artists can market their work. This is a monumental step forward for Vodacom in our journey to becoming Africa’s leading digital company that empowers the digital lives of our customers. We look forward to bringing our over 12 million customers into the iflix footprint to continue enjoying streaming and download through our Supa network in Tanzania”

Iflix Co-founder and Group CEO, Mark Britt said: “Today is an important milestone for iflix. We are thrilled to make our world-class service available in Tanzania and partner with

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Company Secretary: C. Mduma*
[*Tanzanian, **American, ***German, ****British, *****South African, *****Kenyan]
Reg. No. 38501



Vodacom, the country's leading communications services provider for our launch. iflix is passionate about local consumers in Tanzania. We are committed to offering them the largest selection of entertainment programming, entirely on their terms through a personalized and localized service, to stream or download on any device of their choice."

Iflix Head of East Africa, Paul Coogan added: "We are incredibly excited to bring iflix's world-class service to Tanzania. With the largest selection of the best TV shows and movies from all over the world, iflix is primed to revolutionize the way we consume entertainment in Tanzania. We have a deep understanding of Tanzania consumers and look forward to partnering with Vodacom to deliver on this. Our service in Tanzania is for a Tanzanian audience! From content selection to marketing, the customer is at the core of everything we do."

Currently available in 27 markets across Asia, MENA, and sub-Saharan Africa, iflix offers 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. Iflix offers subtitles in multiple language options and is rapidly adding Swahili subtitles for its extensive library for Tanzanian viewers.

ABOUT VODACOM

Vodacom Tanzania PLC is the leading mobile communication service provider with the fastest data network in the country. We provide communication services to over 12 million subscribers. Vodacom Tanzania and its subsidiary companies are part of the Vodacom Group registered in South Africa which is in turn owned by Vodacom Group Plc of the United Kingdom. It has been registered in the Dar es Salaam Stock Exchange (DSE) with registration number ISIN: TZ1886102715 Stock name: VODA.

For further information please visit our website: www.vodacom.co.tz

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 or TV, wherever, whenever.

Let's play.

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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 and Cambodia, Nigeria, Kenya, Ghana, Nepal, Zimbabwe, Bangladesh, Morocco and Tanzania.

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