

FOR IMMEDIATE RELEASE

IFLIX TO PRODUCE NEW LOCALISED VERSIONS OF COMPLEX NETWORKS' SIGNATURE SHOWS

KUALA LUMPUR, June 21, 2018 – iflix, the world's leading entertainment service for emerging markets, today announced a ground breaking content partnership with youth culture media company, Complex Networks ("Complex"), to create localised versions of world-class proven content formats. The all new original series will be showcased in a newly created premium, dedicated Complex branded channel, which will additionally showcase the network's most popular global series, available to audiences on iflix's platform for free.

The partnership will see a significant expansion of the Company's Original Content offering, affirming its focus on developing compelling, highly addictive and hyper-local programming. The new production slate includes *Hot Ones*, the viral interview show where celebrities eat increasingly hot wings while answering questions. *Hot Ones* launches this fall in Indonesia, Malaysia and Philippines. The localized format will feature a new familiar local host, and popular regional hot sauces will be added to the line-up alongside Hot One's The Last Dab.

iflix licensed formats include:

- **Hot Ones** watch your favorite celebs laugh, cry, and divulge their deepest secrets while eating progressively spicier wings
- **Sneaker Shopping** spotlights the styles, silhouettes and significance of sneaker culture through the eyes of bold-faced names in music, sports, film, television and pop culture.
- **Complex Closets** goes inside the closets of the biggest pop culture figures today to talk about the shoes that define their style.
- **Don't Believe the Hype** tells you what's hot and what's just hot air. Sneakers, clothes, tech, food—nothing is safe.
- **Get Sweaty** features the hottest celebrities getting fit in the coolest gyms.
- **Price the Hype** is the ultimate game show for hypebeasts. Contestants compete head-to-head, proving their knowledge through trivia and challenges, with both money and sneakers on the line.

The collaboration with Complex underscores iflix's growing focus on creating viral, snackable content specifically for Millennial and Gen Z generations, nearly 90 per cent of which come from emerging and developing markets in Southeast Asia, Africa and the Middle East.

Bombarded with demands on their attention and stringent benchmarks for 'the best of' everything, this enormous and hugely influential audience segment leads the way in defining



Complex Networks

and shaping trends and innovation in media and culture. This latest content offering from iflix represents a significant step forward, combining world-leading formats, and best practices with cultural relevance and local flair.

iflix Group Chief Content Officer, Sean Carey, commented, “We are committed to delivering the very best in snackable and short form content to our subscribers, particularly the “now” generation, a growing force with significant influence on taste and trend. Raised through the convergence of the internet, mobile technology and social media, millennials and the youth generation are well-informed global citizens on the verge of decision-making roles and their prime spending years, inevitably carrying a high lifetime value. We’re thrilled to be working with Complex, a market-leader to meet this demand.”

iflix Global Head of Short Form, Craig Galvin, added, “We have an incredible opportunity to deliver a uniquely local product based on a truly international format with mass appeal. Complex Networks has set the standard for trend-exploring, culture-defining millennial media. We are thrilled to partner with them through our production house, Studio2:15, to experiment and play, break rules and create new content with , to ensure mobile-savvy, time-poor, and globally conscious iflix subscribers are catered to”.

“The interests and topics that fuel youth culture resonate globally with millennials and gen-z,” said Shawn Strickland, EVP Development, Distribution and Business Affairs. “This is an exciting opportunity to expand our programming with iflix, the emerging markets leader in entertainment, and develop versions of our programming that highlights the regional talent and passions.”

Complex Networks currently produces over 30 daily and weekly series across its award-winning brands, available through YouTube, social channels, and a growing list of distributors including Verizon, Fuse, Facebook and MSG Network. Its flagship shows *Sneaker Shopping* and *Hot Ones* each have over 250 million lifetime views, and its newest series *The Burger Show* captured over 4 million views in its first month of launch.

Now available to over one billion consumers across 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



Complex Networks

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.

ABOUT COMPLEX NETWORKS

Complex Networks, formed from the acquisition of Complex Media Inc. through a joint venture by Verizon and Hearst, is a global lifestyle brand and media company and one of the most influential voices in popular culture today. Complex Networks generates over 1.2 billion video views a month across its digital channels and is a Top 10 publisher in the U.S. for social engagement on channels like Facebook and YouTube.

Complex Networks develops and distributes original programming for its channels and through output deals with distributors including Facebook, Fuse and go90. The company cultivates content that spans across popular culture from music to movies, sports to video games, fashion to food, reaching the coveted 18-24-year-old male audience. In November, the company successfully hosted its second ComplexCon in Long Beach, California, attracting 200 top brands and over 50,000 attendees to the two-day cultural festival.

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