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IFLIX, BEKRAF, AND BPI SIGN MOU TO JOINTLY PRODUCE LOCAL FILMS CELEBRATING YOUNG INDONESIAN ARTISTS

JAKARTA, July 26, 2018 – iflix, the world's leading entertainment service for emerging markets, announced its joint initiative with Badan Ekonomi Kreatif Indonesia (BEKRAF) and Badan Perfilman Indonesia (BPI), to promote and showcase young Indonesian artists in music and entertainment. The new initiative will consist of five film projects to be jointly developed and produced by iflix, BEKRAF, and BPI, as well as explore opportunities for further collaboration by the three organisations.

Commencing immediately, the first project, will be a family film based on the contest winning song "This is My Holiday" by Stephen Irianto Wally, selected from more than 1,800 individual submissions from young artists in the country wide competition, Lomba Cipta Lagu Anak 2018, sponsored by President Joko Widodo. The film is targeted for production by year end.

The additional four projects will also be based on selections from Lomba Cipta Lagu Anak 2018:

- "Menjelajahi Dunia" by Era Pratigo
- "Teman" by Ghalifa Al Baladi
- "Jika Hatimu Gundah Gulana" by Ikbar Haskara Damarjati
- "Senyum untuk Dunia" by Fickar Iskandar

BEKRAF will open nominations to young Indonesian film-makers to submit their proposal to develop each song into a movie, with iflix as the lead investor of these initiatives.

The program aims to support the local filmmaking industry, whereby young directors across Indonesia will be invited to submit their creative ideas in the production of four follow-up projects based on the runner-up song submissions from the same competition. The series of co-productions will premiere exclusively on iflix's platform in 2019.

The partnership, is a testament of iflix Indonesia's commitment to innovation and proponent of creative economic growth in Indonesia. The initiative is in line with the spirit of the Indonesian

government, especially BERKAF in strengthening the creative economy, specifically the film sub-sector in Indonesia.

iflix Co-Founder and Group CEO, Mark Britt said, “iflix is passionate about supporting Indonesia’s growing filmmaking industry and delighted to partner with BEKRAF and BPI in their efforts to support the Indonesian creative community. Indonesia is Asia’s fastest growing and most competitive market. We are excited to be working with, and supporting young, talented local creatives with fresh ideas to offer iflix users the very best in entertainment, in addition to provide opportunities for aspiring Indonesian film industry players to showcase their work and make it more accessible to audiences across the country as well as worldwide.”

Chairman of BEKRAF, Triawan Munaf said: “This collaboration is very much in line with President Joko Widodo and BEKRAF’s vision to boost the growth of Indonesia’s creative economy. I am very pleased to see iflix join us in championing the development of local talent, giving young Indonesian creatives greater opportunities to work together. I support iflix’s commitment to Indonesia’s creative industry and investment in local content and content development.”

The initiative is part of iflix’s commitment to Indonesia’s creative economy, in which the company will invest ~\$40-50 million in local content, particularly Original Productions.

Now available to over one billion consumers 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.

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ABOUT BEKRAF

Indonesian Agency for Creative Economy is specially formed governmental department under the President of Indonesia that is responsible for the development of Indonesian creative economy. Indonesian Agency for Creative Economy has been a key motor behind various strategic initiatives that fuel Indonesian creative economy from various sectors.

ABOUT BPI

The Indonesian Film Board (Badan Perfilman Indonesia, BPI) is the implementation of law number 33/2009. BPI is an organization representing Indonesian film society which main role is to be the strategic partner of Indonesian government in conducting various film related programs. BPI aims to foster a competitive, just and beneficial Indonesian film industry for the Indonesian film society.

ABOUT AKATARA

AKATARA Indonesian Film Financing Forum is a national event initiated by the Indonesian Film Board (BPI) in collaboration with Indonesian Agency for Creative Economy (BEKRAF). AKATARA aims to facilitate filmmakers' access to various financing resources in Indonesia and abroad. AKATARA supports the growth of Indonesian film industry from the perspective of culture and economy.

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