



IFLIX MYANMAR STRENGTHENS LEADERSHIP WITH APPOINTMENT OF NEW COUNTRY LEAD

YANGON, July 10, 2018 -- iflix, the leading entertainment service for emerging markets is thrilled to announce the appointment of Arkar Kyaw as Country Lead of iflix Myanmar to strengthen the Company's marketing, management and business development functions.

Having launched and grown Uber Myanmar, Arkar brings relationship building, data-driven decision making and enterprise scaling to the role. Prior to that, Arkar led the establishment of the American Chamber of Commerce in Myanmar, working closely with Fortune 500 companies and SMEs to set up operations in the country.

As Country Lead, Arkar will build on the Company's leadership in Myanmar's entertainment and consumer sectors, working closely with global FMCG brands, the government, and grassroots organisations, as well as local studios and networks.

iflix Co-Founder and Group CEO, Mark Britt, commented: "Arkar's appointment will strengthen our ability to implement campaigns and partnerships with speed to increase demand for our service in Myanmar. His experience in executing partner incentive programs will be instrumental in improving our subscribers' end to end experience and an excellent complement to our existing world class talent and resources, and we are excited to welcome him to our iflix family."

Arkar, added "I am thrilled to take the lead of iflix Myanmar, and support one of the group's most dynamic markets. There are amazing opportunities in Myanmar to innovate traditional media and entertainment, and to deliver an unquestionably superior service to people across the country. I am excited to join the Company's extraordinarily talented and dedicated team as we continue to take the business from strength to strength".

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

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.

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, Zimbabwe, Bangladesh, Tanzania, Morocco and Uganda

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