

BREAK FREE WITH IFLIX

iflix unveils iflix 3.0 with both FREE and VIP options on how to get your iflix fix!

MANILA – August 13, 2018 – iflix, the world's leading entertainment service for emerging markets today announced the launch of iflix 3.0, an all-new look and feel to the Philippines' favorite entertainment platform, with new features and content available to users across the country for free. That's right, everyone's favorite four letter 'F' word - FREE!

iflix fans now have choices on how they want to get their fix:

iflix FREE

The all new iflix FREE service, makes many of iflix's most popular and exclusive programs and features available to users in Philippines completely for free.

WHAT YOU GET

- **Movie of the Day** - a fresh, new movie every single day.
- **iflix Snacks** – bite-sized videos that are easy to consume (Snacks to consume, get it?!) With 50 new videos added daily, users can now snack on an outstanding library of short-form content including:
 - QYou, Complex Media, with many more to come very soon;
 - Local programs from popular Filipino content creators:
 - **INDUSTREE TV**
 - **Eat, Drink and Be Married** – Hosts Patty Laurel-Filart, Nicole Hernandez – De los Angeles, and Kelly Misa – Fernandez talk about living the good (wedded) life.
 - **The Parent Files** – Cat Juan-Ledesma serves up the ABCs of raising kids.
 - **REIN PRODUCTIONS**
 - **Epic Shorts** – The country's most popular influencers – the likes of Laureen Uy, Melissa Gohing, Christiana Collings-Canlas, and more – featured in their own horror shorts.

- **THE PICKIEST EATER**
- Richard Zamora takes us on a tour of the best places to eat in and around the metro – but with a whole lot of panache.
- **And more.**
 - Localized formats of global hits, including the incredibly popular series **HOT ONES**, hosted by Sam YG where he serves up the hot questions alongside even hotter wings. This season's guests are Erwan Heussaff, Nico Bolzico, Ice Seguerra, Jasmine Curtis-Smith, Joey Mead, Sam Concepcion, Kim Atienza, Karylle, James Deakin, and Rovilson Fernandez.
 - Studio2:15 iflix Originals, including **Slang Along** where celebrities like Iza Calzado, Karylle, Yael Yuzon, Kate Alejandrino, Divine Teta and more give you a lesson in slang.
 - **Live Life With Kris** which gives its viewers a unique look into Kris Aquino's storied life – from travel with family, sampling delicious food, and the once-in-a-lifetime opportunity of starring in a big Hollywood film.
- **The Feed** - Goodbye FOMO. Refreshed constantly, users can now scroll endlessly to discover what's fresh and hot (from exclusive interviews with celebs, new episode drops and recommendations and much more). There's always something fresh on The Feed.
- **Exclusive regional and international TV series**, including *The Grand Prince*, *My First Love*, *Poroporo*, *Tayo the Little Bus* and more.
- **Independent Filipino movies** featuring the biggest stars, such as *Flotsam*, *Replacement Bride*, *San Lazaro*, and *Magnifico*.
- **Promotional episodes and pilots from premium current and marquee TV series and films across key genres**, including *Good Behavior*, *Man vs Wild*, *Freakish*, *Expelled*, *Spongebob Squarepants* and Korean smash-hit sensations *Goblin*, *Descendants of the Sun*, *My Secret Romance*, *Legend of the Blue Sea*, *Bride of Habaek* and many more.
- **iflix Originals** – exclusive, premium original programs including:
 - Raw and uncensored stand-up comedy series *Hoy Bibig Mo!* – now set to start production on Season 2.
- **Download & Watch Offline** - users can download their favorite programs to enjoy offline - on a plane, out of town or in a cave surrounded by bats.

Everything on iflix FREE is completely free for all users regardless of their subscription status. With a vast selection of local, regional and international TV shows, movies and Free-to-Air channels, iflix FREE offers users one of the largest libraries of hand-picked, quality content, completely free of charge.

iflix VIP

Level up if you want! Those wanting even more premium content, can unlock iflix VIP - the same iflix that subscribers have grown to know and love, for a small fee in several wallet-friendly/sanity-saving payment options. iflix VIP comes with everything in iflix FREE plus:

- **LIVE special events** including the hottest local, regional and international concerts and competitions.
- **No ads** ever - for uninterrupted playtime.

iflix Group Co-founder and CEO, Mark Britt said: “Three years ago we set out to create a world class service with the world’s best content that was accessible to everyone in emerging markets, with iflix FREE we are much closer to achieving that goal. Now, no fan gets left behind. iflix FREE is a version that’s available to you as a user for free, always. You’re ‘Free to stay, free to play’ for life.”

Iflix Co-founder and Country Manager for the Philippines, Sherwin Dela Cruz added: “iflix is set to lead the entertainment revolution – and change the way that our viewers consume content. Our subscribers now number five million, watching for three hours per session, and growing. But our vision is to reach more people. The best way to do that is with engaging and compelling content on a platform like *iflix FREE*.”

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LET'S PLAY

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.

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, Morocco, Tanzania and Uganda.

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Play now at iflix.com