

FOR IMMEDIATE RELEASE

IFLIX PARTNERS WITH beIN SPORTS TO BRING PREMIER LEAGUE LIVE TO IFLIX SUBSCRIBERS IN CAMBODIA

KUALA LUMPUR – August 10, 2018 – iflix, the world’s leading entertainment service for emerging markets and beIN Asia Pacific, the fastest growing sports platform in the region, are thrilled to announce their ground-breaking collaboration to bring premier European football live to iflix subscribers, in another exciting expansion of iflix’s premium live sports offering.

From August 10, iflix subscribers in Cambodia will be able to enjoy virtual front row seats to English Premier League and Spanish LaLiga action via the newly launched 24-hour beIN SPORTS 1 and beIN SPORTS 2 channels on iflix, with catch up available for matches.

Additionally, same-day match highlights for all Premier League¹, LaLiga² and Ligue 1³ games will be available across additional iflix territories in a beIN SPORTS branded zone to users for free.

iflix Co-Founder and Group CEO, Mark Britt said, “Growing up in Australia, the freedom to enjoy sport was akin to a human right. We are incredibly excited to make the world’s most popular sport and the sport’s most premium leagues and competitions available to our users.”

“Six months ago, when we set out to bring Malaysia football back to the Malaysian people, we committed to delivering the best live sports mobile streaming experience possible through significant investment and development of an all new live streaming hub and infrastructure, which recently enabled us to seamlessly stream every World Cup match to our users across Africa. Our partnership with beIN is a testament to the ongoing commitment,” added Britt.

Mike Kerr beIN’s MD for Asia & ANZ, said, “As we continue to expand our footprint, we are excited to team up with iflix in Cambodia. Football is one of the country’s most popular sports and our goal is to make beIN SPORTS’ content highly accessible to local fans and fuel their passion for the beautiful game. We look forward to working alongside iflix to deliver the best sports experience to our viewers in Cambodia.”

Through beIN SPORTS, Premier League and LaLiga now join iflix’s ever growing premium live sports offering which have included the World Cup Russia, Football Malaysia, the Nidahas

¹ Available in Cambodia, Indonesia and Thailand

² Available in Cambodia, Indonesia, Malaysia, Thailand and Brunei

³ Available in Cambodia, Indonesia, Malaysia, Thailand and Brunei

Trophy, Go-jek Liga 1, T10 Cricket League, the Floyd Mayweather and Connor McGregor fight to date, and Olympics and NBA on Kwesé-iflix in Africa in 2019 and onwards.

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.

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

About beIN ASIA PACIFIC

beIN Asia Pacific, a multi-platform media company, offers a stellar line-up of live sporting events through our premium sports brands, beIN SPORTS. We serve passionate fans with great coverage, news and analysis of the top leagues and competitions from around the planet, as well as exclusive and never-before-available content. beIN SPORTS is available in 11 countries in the Asia-Pacific region on leading pay-TV platforms including on our live streaming player, beIN SPORTS CONNECT. Headquartered in Singapore, we are part of beIN Media Group, the fastest growing global media and entertainment company with over 60 channels worldwide. The group also owns MIRAMAX and leading pay-TV platforms in MENA and Turkey. For more information, visit beinmediagroup.com.



For more information, please contact:

Peggy Lee

Global Director – PR & Communications

peggy@iflix.com

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