

FOR IMMEDIATE RELEASE

AXIATA & IFLIX UNVEIL *SHOPTAHER SHESH GOLPO* – A COLLECTION OF ORIGINAL SHORTS BY FILMMAKING VETERANS IN BANGLADESH

Co-produced with Axiata, and in partnership with Dhrubo Music Station, CMV and Gaanchill Music, “ShoptaHER Shesh Golpo” features original shorts by Bangladesh’s cinema heavyweights Mostofa Sarwar Farooqi and Amitabh Reza Chowdhury

DHAKA, August 16, 2018 – Axiata Group Berhad (Axiata), one of Asia’s largest telecommunications group with presence in 11 countries across ASEAN and South Asia, and iflix, the world’s leading entertainment service for emerging markets, today announced the launch of a new series of original short films in Bangladesh – a collection of twenty-one 15-minute productions entitled *ShoptaHER Shesh Golpo*, which iflix subscribers can stream or download exclusively on iflix every Thursday.

Co-produced and funded by Axiata and iflix, in partnership with Dhrubo Music and CMV, and supported by Bangladesh’s leading digital service provider, Robi Axiata Limited (Robi), *ShoptaHER Shesh Golpo* includes works from industry heavyweights that include Mostafa Sarwar Farooki, Amitabh Reza Chowdhury and renowned filmmakers Ashfaque Nipun, Shafayet Mansoor Rana, Nuhash Humayun, Rakesh Basu, and Vicky Zahed.

Group Chief Strategy and Marketing Office of Axiata, Dominic Arena, said: “In line with our three-year Group-wide strategic partnership with iflix inked in 2017, Axiata is excited to bring high quality local content to our markets. Through our content co-production agreement with iflix, we are selectively producing premium local content in line with our strategy to support the development of the video business in our operating companies such as Robi.”

iflix Bangladesh Country Manager, Imrul Karim said: “At iflix, our customers are our biggest priority, and catering to their appetite for local content is at the forefront of our efforts. We are proud to work with top-tier industry players like Robi, Dhrubo Music Station, CMV and Gaanchill Music to offer our members premium original Bangladeshi entertainment. *ShoptaHER Shesh Golpo* is our Eid gift to our subscribers in Bangladesh as we continue to provide content that is fresh and relevant – unscheduled and on demand.”

Robi’s Vice President, Media, Communications and Sustainability, Ekram Kabir, said: “Robi has created the largest 4.5G network covering 532 thanas of the country with 7,000

4.5G BTS and is the only operator to have conducted a successful 5G trial. In our journey towards becoming a digital innovation champion, we fully acknowledge our role in the need for quality local video content; with support from iflix and Axiata, we have already made significant progress and unveiling this collection of twenty-one 15-minute short-films directed by the icons of the movie industry further enhances our digital content offerings to our customers. We are confident that our customers will appreciate this exclusive offering.”

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 Axiata

Axiata is one of the leading telecommunications groups in Asia with approximately 350 million customers and with a presence in 11 countries. In pursuit of its vision to be the New Generation Digital Champion by 2021, the Group has transformed itself from a holding entity with a portfolio of pure-play mobile assets into a Triple Core Strategy driven business with the focus on Digital Telco, Digital Businesses and Infrastructure.

Within ASEAN and South Asia, Axiata has controlling stakes in market-leading mobile and fixed operators in the region including ‘Celcom’ in Malaysia, ‘XL’ in Indonesia, ‘Dialog’ in Sri Lanka, ‘Robi’ in Bangladesh, ‘Smart’ in Cambodia and ‘Ncell’ in Nepal. The Group also holds strategic interests in ‘Idea’ in India and ‘M1’ in Singapore. Axiata is in the cusp of transforming its mobile operations into Digital Telcos through digitisation and convergence.

As a committed and long-term investor, Axiata provides employment to 25,000 people within its operations. In line with its sustainability goals, the Group actively supports and drives young talent development; disaster response and recovery; as well as green initiatives. Axiata’s broader goal Advancing Asia pieces together the best in the region in terms of innovation, connectivity and talent.

ABOUT ROBI

Robi Axiata Limited (“Robi”) is a subsidiary company of the Asian telecom giant, Axiata Group Berhad based in Malaysia. Robi is the second largest mobile network operator in Bangladesh.

Robi has introduced many first of its kind digital services in the country and has invested heavily to bring its mobile network to the underserved communities even in the rural areas. Other shareholders in the entity are Bharti Airtel and NTT DOCOMO Inc.

ABOUT IFLIX

iflix is the world's leading entertainment service for emerging markets with the widest and most compelling selection of TV shows, movies, hyper local originals, premium live sports and up-to-the-minute news from around the world, to stream or download, on any internet connected device...wherever, whenever.

Created specifically for the more than one billion consumers in emerging markets, iflix now offers users two exceptional experiences through its iflixFREE and iflixVIP offerings.

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.

Learn more at <https://blog.iflix.com>

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