

FOR IMMEDIATE RELEASE

IFLIX HONOURED FOR EXCELLENCE IN WOMEN EMPOWERMENT STRATEGY AT THE HR EXCELLENCE AWARDS MALAYSIA 2018

KUALA LUMPUR, November 5, 2018 – [iflix](#), the world's leading entertainment service for emerging markets, is thrilled to announce it has been honoured for Excellence in Women Empowerment Strategy at the HR Excellence Awards Malaysia 2018 for its Boosting Equal Talent (BET) initiative, a company-wide effort to promote equality, diversity and empowerment within the workplace, as well as to champion progress in the communities iflix operates in.

This prestigious award honours organisations that promote greater gender diversity at every level in the workplace. iflix was selected for its dedicated efforts in creating an environment that advocates for female empowerment and career development, promotion of women in key management positions, and workplace flexibility to accommodate women's needs.

Winners were chosen by a panel of industry experts which evaluated participants on the basis of the authority women hold across the organisational structure and the opportunities they have to excel, scale and become role models for their peers while furthering their own development.

Less than a year from inception, BET already has a number of successful projects and programs both completed and ongoing, including introducing a *New Mother's Policy* with flexible working arrangements, expanded maternity policy and workplace facilities to help support the needs of new mothers; a collaborative initiative with TalentCorp to support women entering and re-entering the workforce through mentoring, support training, CV writing and flexible work hours; an *Hour of Code* initiative with the Malaysian Digital Economy Corporation to support the transformation of Malaysian female students from digital users to makers and creators; and others.

iflix Co-Founder and Group CEO, Mark Britt, commented, "In many of the markets we operate in, women do not have an equal standing in terms of professional opportunities and growth. As active members of those communities, iflix seeks to set a positive example and foundation for greater societal impact and progress. Leveraging our brand and reputation as trailblazers, we want to be a catalyst to help women affect lifelong change and maximize their impact on society. We are humbled by this recognition and excited to further champion the cause."



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 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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