



IFLIX AND GRAB LAUNCH LANDMARK PARTNERSHIP IN MYANMAR

YANGON – November 15, 2018 – [iflix](#), the world’s leading entertainment service for emerging markets has partnered with Grab, one of the region’s fastest growing ride-hailing, ride-sharing, food delivery and logistics services platforms, to offer customers an unprecedented way to redeem Grab rewards for unlimited access to iflixVIP.

From November 1st, Grab customers who redeem 1,050 GrabRewards points for one-month unrestricted access to iflix’s premium ad-free iflixVIP service (valued at MMK 3,000) will receive up to an additional 11 months of bonus iflixVIP access depending on their GrabRewards membership tier.

iflix, Head of Marketing Myanmar and Cambodia, Eena Acuna, said “iflix is passionate about delivering the best local, regional and international entertainment, including iflix NEWS and iflix SNACKS, to its customers across Myanmar, and we are delighted to partner with Grab to enable another convenient redemption avenue, to fast-track access to premium world-class entertainment.”

Said Grab Myanmar’s Acting Country Head Alvin Loh, “Beyond providing safe and affordable transport, Grab aims to create value with every ride taken and that is why we launched GrabRewards earlier this year. We have increased the number of popular and well-loved retail and lifestyle products that our loyal Grab users are able to redeem using their GrabRewards points. It is wonderful that we have partnered with iflix to offer more valuable benefits for our Grab users, who can now watch premium TV series and local movies while enjoying a ride with Grab.”

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.

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ABOUT IFLIX

iflix is the world's leading entertainment service for emerging markets with the widest and most compelling selection of TV shows, movies, hyperlocal 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>

ABOUT GRAB

Grab is one of the most frequently used Online to Offline (O2O) mobile platforms in Southeast Asia, providing the everyday services that matter most to consumers. Commute, eat, deliver shopping - and pay with one e-wallet. Grab believes that every Southeast Asian should benefit from the digital economy, and the company provides access to safe and affordable transport, food and package delivery, mobile payments and financial services. Grab currently offers services in Singapore, Indonesia, the Philippines, Malaysia, Thailand, Vietnam, Myanmar and Cambodia. For more information, please visit www.grab.com.

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Play now at **iflix.com**



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