

FOR IMMEDIATE RELEASE**GLOBE AND IFLIX LAUNCH LANDMARK STRATEGIC PARTNERSHIP**

The partnership between iflix and Globe will make iflix available to over 65 million Globe subscribers nationwide and see the companies co-produce a slate of all new original content.

MANILA – November 15, 2018 – iflix, the world's leading entertainment service for emerging markets, in partnership with the Philippines number one mobile brand Globe Telecom, announced their multi-tier strategic partnership with a key focus on content and distribution.

The alliance will focus on three main business areas, with potential expansion in the future:

- **Distribution:** The distribution of iflix through Globe's network now allows over 65 million Globe users to activate iflixVIP plans through carrier billing. Other promotional offers to be introduced in 2019.
- **Co-production:** iflix and Globe Studios, Globe's content business, will co-develop new original content, set to premiere on iflix in 2019, with special preview access exclusively for Globe customers. This multi-level collaboration supports both companies' goals of bringing original and creative local programs to Filipino audiences through a distribution channel that consumers trust.
- **Content Licensing:** iflix will become the streaming platform for many of Globe Studios most popular shows. This includes *Elements: The Series*, exclusively available and set to premiere on iflix this year.

iflix Co-founder & CEO Mark Britt commented: "This historic agreement brings iflix and Globe together as industry leaders of content and technology committed to creating exceptional user experiences. The partnership with Globe further represents best practices in how iflix drives strategic value for our partners across their core telecom business, as well as new verticals such as content, for the benefit of their customers."

Globe President and CEO, Ernest Cu commented: "Globe further strengthens its commitment to provide platforms for local artists and filmmakers and give viewers access to the very best in local entertainment. Together with our partners such as iflix, we will change what local primetime means: the Filipino consumer can now watch TV anytime they want, anywhere they are."



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, and now news, each subscription allows users to access the services on up to five devices, including phones, laptops, tablets, and television sets, for viewing wherever, whenever.

Globe mobile customers can enjoy movies and TV shows soon on iflix for as low as P29 via GoWATCH for Globe customers (2GB of data for videos for 1 day) and for as low as P19 via EasyWATCH for TM customers (1GB of data for videos for 1 day).

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 spots 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, the Philippines, Thailand, Indonesia, Sri Lanka, Brunei, the Maldives, Pakistan, Vietnam, Myanmar, Saudi Arabia, Jordan, Iraq, Kuwait, Bahrain, Lebanon, Egypt, Sudan, Cambodia, Nigeria, Kenya, Ghana, Nepal, Bangladesh, Zimbabwe, Morocco, Tanzania, and Uganda.

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

ABOUT GLOBE TELECOM

Globe Telecom is a leading full-service telecommunications company in the Philippines, serving the needs of consumers and businesses across an entire suite of products and services including mobile, fixed, broadband, data connections, internet and managed services. Its principals are Ayala Corporation and Singtel who are acknowledged industry leaders in the country and in the region. For more information, visit www.globe.com.ph. Follow Globe Telecom on Facebook and @enjoyglobe on Twitter and Instagram.



LET'S PLAY

For more information, please contact:

Peggy Lee

iflix Global Director – PR & Communications

peggy@iflix.com

Yoly C. Crisanto

SVP, Corporate Communications Globe Telecom, Inc.

gtdcorpcomm@globe.com.ph

Globe Press Room: www.globe.com.ph/press-room

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