TELKOMSEL AND IFLIX LAUNCH CARRIER BILLING AS FIRST STEP IN NEW STRATEGIC PARTNERSHIP

iflix fans in Indonesia can now get daily or monthly iflixVIP plans with Telkomsel carrier billing

JAKARTA – **November 15**, **2018** – iflix, the world's leading entertainment service for emerging markets, in partnership with PT Telekomunikasi Selular (Telkomsel), today announced the first step of the companies' multi-phase strategic partnership with integrated carrier billing to make iflixVIP available to Telkomsel subscribers throughout Indonesia.

Telkomsel subscribers can now unlock iflixVIP for as little as Rp1,300/day through their mobile account. Monthly iflixVIP plans will be priced at an affordable Rp39,000/month.

iflixVIP offers users an extensive library of award-winning iflix Originals, iflix NEWS, iflix SNACKS, linear channels, live special events, hundreds of TV shows, movies and even more premium content than ever before including exclusive, local original programs such as award-winning horror *Pengabdi Setan*, critically acclaimed drama *Posesif*, smash hit *Magic Hour: The Series*, popular Indonesian titles *5 cm* and *Eiffel I'm in Love*, this year's biggest K-romance *Be with You* and Korean film *I Can Speak*; along with many more.

Jason Monteiro, iflix Global Marketing Director said: "Indonesia is a hugely important market for iflix. We are thrilled to launch this first step in our partnership with Telkomsel, Indonesia's largest wireless provider, enabling carrier billing for Telkomsel's more than 167 million customers throughout the country. Now subscribers can easily and conveniently access the world's best entertainment available on iflixVIP and maximise their iflix experience through a single simple and secure step. Carrier billing solves a key issue for us, where the majority of people in Indonesia have been able to access the internet but lack payment methods to transact. Now, everyone can be a VIP."

"We are excited to partner with iflix as a key part of our digital video strategy to provide Telkomsel customers with the best and most popular services available. Video service itself now is very high in demand, as can be seen in our customers that utilise around 70% of their data quota for video streaming. In addition, in the past year, the growth of video content traffic on our network has increased by over to 250%. This is just the beginning. I look forward to

working together in the upcoming phases to create even greater value and experiences for our subscribers," said Crispin Tristram, Telkomsel Head of Digital Lifestyle Services.

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.

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

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