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IFLIX AND PRIMEWORKS STUDIOS ANNOUNCE CO-PRODUCTION; ADD 'NUR 2' TO GROWING ORIGINALS SLATE

KUALA LUMPUR – April 2, 2019 – iflix, Southeast Asia's leading entertainment service, today announced a co-production with Primeworks Studios, the award-winning content creation subsidiary of Media Prima Berhad and one of Asia's largest production companies, to bring the highly anticipated sequel of award-winning drama *Nur* to viewers across Malaysia under the iflix Originals banner.

Nur 2 will be available in Malaysia on iflixFREE and iflixVIP from Wednesday, April 3, four-times weekly from Tuesday to Friday, express from TV3, just two hours after the television premiere.

In 2018, *Nur*, saw a cumulative 11 million viewers tuning in to watch the drama series. The storyline followed the forbidden love between a religious speaker, Adam (Syafiq Kyle), and a prostitute, Nur (Amyra Rosli) and shone light on faith, hypocrisy and redemption, making it one of the most controversial and talked about Malay dramas of the year.

Nur 2 promises to be even more captivating and contentious. Following the marriage of Adam and Nur, Juita (Azar Azmi), an acquaintance from Nur's past who yearns for the enlightened path that Nur has found through her husband, uses treachery and seduction to steal Adam for herself. *Nur 2* explores themes of loyalty, trust, and betrayal to leave audiences hooked on the scandal. *Nur 2* is directed by Shahrulezad Mohameddin and also features Azhan Rani, Noorkhiriah, Raja Atiq, Eyra Hazali, Dato Jalaluddin Hassan and Fatimah Abu Bakar.

Mark Francis, iflix Global Director of Original Programming, said: "The proven popularity of *Nur* with TV3's viewers made iflix's ambition to partner with Primeworks Studios on the second season a smart bet. This co-production will help Season 2 reach an even wider audience, allowing fans in Malaysia to watch it on their connected device for free just two hours after it premieres on linear TV, or simply catch up whenever they want to. It's also a great example of how the emergence of OTT players like iflix can complement traditional TV and build stronger local franchises."

“We believe this partnership between Primeworks Distribution and iflix marks a significant collaboration. As a content distributor, it is important that our content is accessible to audiences across all platforms, be it on linear channels or OTT platforms. Given the popularity of Season 1, widening the reach of Nur 2 makes absolute sense. Primeworks Distribution is happy to play a part in extending our footprint,” said **Lyn Nasihin, General Manager of Primeworks Distribution.**

ABOUT IFLIX

iflix is Southeast Asia’s leading entertainment service 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, Nepal, Bangladesh and Morocco.

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

ABOUT PRIMEWORKS STUDIOS

Primeworks Studios is an all-rounded media company that provides media solutions for every aspect of the media chain including TV and film production, content distribution, film distribution and marketing, animation, talent management as well as licensing and merchandising solutions.

It is an award-winning content company producing over 5,000 hours of compelling content annually for a range of platforms including television, cinema and digital. The production house is the creative force behind a wide range of genres including entertainment, magazine, documentary, sports, and drama programmes.

ABOUT PRIMEWORKS DISTRIBUTION

Primeworks Distribution serves as the distribution arm of Primeworks Studios, one of South East Asia's leading production companies. Our catalogue boasts over 30,000 hours of exciting Asian-centric content, allowing us to deliver high quality television programmes and films to the international marketplace across traditional and emerging platforms. Since its inception, Primeworks Distribution has also put together channels to cater to a wide variety of audiences via its extensive library titles.

For more information, please contact:

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