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YOSHIMOTO KOGYO INVESTS IN IFLIX; COMPANIES ESTABLISH JOINT VENTURE TO BRING JAPANESE VIDEO CONTENT TO REST OF ASIA

TOKYO, APRIL 8, 2019 – Yoshimoto Kogyo Co. Ltd, Japan's largest entertainment conglomerate, today announced a significant strategic investment in iflix, Southeast Asia's leading entertainment service. This is Yoshimoto Kogyo's first investment in overseas media, and it hopes that this will accelerate development for future projects in Asia.

The two companies also announced the formation of an exclusive joint-venture out of Singapore to showcase Yoshimoto Group's most popular content across iflix's territories in Asia, the Middle East and North Africa, and the corresponding distribution of iflix's content in Japan. The joint venture will also produce localised versions of proven content formats out of Japan, to significantly expand iflix's original content offering.

The content to be provided to iflix will be popular Japanese programs that will be localized for Asian countries(animation, drama, movies, variety, and comedy, etc.), and in the future, it hopes to develop all-Japan original content including programs and films for an Asian market.

As an industry leader in localization with unsurpassed subtitling and dubbing expertise and resources, iflix will diminish any language barriers to popular Yoshimoto programming, including anime, dramas, movies, variety and comedy-themed shows for audiences in Southeast Asia.

The joint venture underscores iflix's growing focus on developing and creating highly-engaging hyper-local programming specifically for Millennial and Gen Z generations, the majority of which come from emerging and developing markets in Southeast Asia, and Yoshimoto Kogyo's mandate to promote the export of Japanese content and formats to younger international audiences.

Yoshimoto Kogyo has been actively promoting Asian development for the last few years. In 2014, the company established MCIP Holdings in Indonesia as their base of Asian strategy and began the "Living in Asia Comedians" program. This program has Yoshimoto comedians living and working in 7 different countries in Asia. On April of 2018, it announced the

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establishment of the "Okinawa Asia Entertainment Platform," an integrated national platform for distributing various types of content on the Internet.

Mr. Hideaki Shimizu, Vice President of Yoshimoto Kogyo, said, "This time investing in significant media in Asia will be a big step for Yoshimoto Kogyo's Asian strategy."

Mark Britt, iflix Co-Founder and Group CEO, added, "We have an incredible opportunity to deliver a uniquely localized product for iflix audiences based on proven Japanese comedy formats with mass appeal through this joint venture. Yoshimoto Kogyo has set the standard for popular, culture-defining millennial comedy content. We are thrilled to collaborate with them to experiment, explore and create new content to cater to a mobile-savvy, discerning global iflix audience."

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Now available to over one billion consumers throughout Asia, the Middle East and North 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 YOSHIMOTO KOGYO

Management of over 6000 talent including comedians, actors and actresses, athletes, etc, planning, production and sales of over 5000 TV shows as well as radio, video, and commercials, management of 14 theatres, event business, advertising business, real estate business, show business, operation of vocational schools including talent training schools, and development and management of other commercial facilities

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.

iflix now offers users two exceptional experiences through its iflixFREE and iflixVIP offerings.

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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>

For more information, please contact:

Risa Kumiya

Department of Promotion

Kumiya.risa@yoshimoto.co.jp

Sabina Medarevic

Corporate Communications Manager

sabina@iflix.com

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