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IFLIX AND MNC ANNOUNCE SIGNIFICANT DIGITAL PARTNERSHIP AND INVESTMENT

JAKARTA, MAY 3, 2019 – [iflix](#), Southeast Asia's largest digital entertainment service entered into a strategic partnership with Indonesia's largest integrated media company, MNC (PT Media Nusantara Citra Tbk). The strategic partnership will significantly enhance iflix content programming mix and further strengthen its Indonesian local content strategy.

This partnership will allow iflix to procure 10,000 hours of content from MNC's top programs for immediate exclusive streaming on iflix just hours following their television broadcast, bringing the best of Indonesian television online for the first time in full episodes, for online viewing.

MNC, the largest media group in Southeast Asia, has a portfolio that includes four national free-to-air TV stations which account for 46 percent share of Indonesia's ad-based television, in addition to 20 subscription-based channels, the country's largest radio network and print media.

All iflix viewers in Indonesia will now have direct access to MNC's most popular titles, including *Dunia Terbalik*, *Cinta Yang Hilang*, and *Top Tukang Ojek Pengkolan*.

This partnership is further deepened with MNC's investment in iflix and the appointment of David Fernando Audy, CEO of MNC, to iflix's Advisory Board.

Mark Britt, iflix Co-Founder and Group CEO, said, "Indonesia continues to be an incredibly important market for iflix and MNC's influence and resources in the industry are a powerful advantage for us in the execution of our strategy as we continue to cement our leadership as a digital entertainment service in Indonesia."

David Fernando Audy, CEO of MNC, said, "MNC has always looked for ways to monetize our content and we are delighted to partake in the fast-growing pie of digital monetization by partnering with iflix. At the same time, we also chose to invest equity in iflix because we believe that the company will grow significantly in the near future".

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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.

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 MNC

PT Media Nusantara Citra Tbk, or MNC, operates 4 of Indonesia's 11 free-to-air (FTA) TV stations and has additional core businesses in television content production and delivery. The Company was established on June 17, 1997, and has been listed on the Indonesia Stock Exchange (IDX) since June 22, 2007.

MNC's four FTA stations – RCTI, MNCTV, GTV and iNewsTV – are complemented by a further 20 pay-TV MNC Channels. MNC also owns radio, print media, talent management and TV production companies, whose operations support MNC's core business focus.

Amid an evolving and increasingly borderless media landscape, MNC focuses on delivering the finest in-house content production and remained tremendously consistent in broadcasting top rated programs of serial drama, such as "Dunia Terbalik", "TOP - Tukang Ojek Pengkolan", "Cinta yang Hilang" and many more.

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