



KWESE IFLIX BRINGS THE NBA AFRICA 2018 GAME LIVE TO MOBILE USERS ACROSS THE CONTINENT

JOHANNESBURG, August 2, 2018: Kwesé iflix – the game-changing digital entertainment platform formed through a joint venture between Econet Media and iflix – is thrilled to announce it is making the NBA Africa Game 2018, the NBA’s third ever game in Africa, available to millions of basketball fans throughout the continent live on its mobile app for **free**.

Just weeks after bringing all 2018 FIFA World Cup Russia™ matches to consumers across the region, Kwesé iflix reinforces their commitment to bring the world’s most elite, premium sporting competitions to users, with virtual front row seats to the **NBA Africa Game 2018** live from *Sun Arena at Time Square Pretoria* on **August 4th**, via **Kwesé Free Sport**.

Kwesé iflix CEO, Mayur Patel, said, “With the rapidly increasing dominance of mobile streaming entertainment across Africa, it is clear that the traditional sports broadcasting paradigm has shifted. Kwesé iflix gives consumers control over the entertainment experience. Our platform provides smartphone users with unparalleled access to top sporting action. We are thrilled to offer the NBA Africa game for free on our platform in which we will see Africa take on the world.”

With so many of the NBA’s premier talent having originated from various African nations, the NBA Africa Game is an extraordinary opportunity to bring the game and players home. Continuing tradition, this year’s matchup will once again feature a Team Africa vs. Team World format. Team Africa will be composed of players born in Africa or with direct family ties to the continent, and Team World will be composed of players from the rest of the world.

Team Africa will include: Luol Deng (Los Angeles Lakers; South Sudan), Ian Mahinmi (Washington Wizards; France; parent from Benin), Al-Farouq Aminu (Portland Trail Blazers; U.S.; parents from Nigeria), Bismack Biyombo (Charlotte Hornets; Democratic Republic of the Congo)*, Cheick Diallo (New Orleans Pelicans; Mali), Joel Embiid (Philadelphia 76ers; Cameroon; BWB Africa 2011)*, Evan Fournier (Orlando Magic; France; parent from Algeria), Serge Ibaka (Toronto Raptors; Republic of the Congo), Timothe Luwawu-Cabarrot (Oklahoma City Thunder; France; parent from Democratic Republic of the Congo), and Pascal Siakam



(Raptors; Cameroon; BWB Africa 2012). Team Africa will be coached by Miami Heat assistant coach Juwan Howard.

Team World will include: John Collins (Atlanta Hawks; U.S.), JaVale McGee (Lakers; U.S.), Dennis Smith Jr. (Dallas Mavericks; U.S.), Marvin Williams (Hornets; U.S.), Harrison Barnes (Mavericks; U.S.), Danilo Gallinari (LA Clippers; Italy; BWB Europe 2003), Rudy Gay (San Antonio Spurs; U.S.)*, Khris Middleton (Milwaukee Bucks; U.S.)*, and Hassan Whiteside (Heat; U.S.). Team World will be coached by Spurs assistant coach Ettore Messina (Italy).

The host of icons participating in the third edition of the NBA Africa Game is symbolic of the importance with which the National Basketball Association view their expansion into Africa.

The NBA Africa Game 2018 will take place following the 16th edition of Basketball Without Borders (BWB) Africa. In honor of the centenary of Nelson Mandela, the game will be played in support of the Nelson Mandela Foundation.

Along with the NBA Africa Game, sporting fans can also enjoy *NBA Daily*, *NBA Tip-Off*, *NBA Inside Stuff*, the 2018 NBA Finals and live WNBA games. In addition, the Kwesé iflix platform has *Linsanity*, *Sneaker Shopping* (guest starring Allen Iverson), *Chasing the Anthem*, and *The Hermit Kingdom*.

Aimed at becoming the core vehicle to delivering seamless mobile experiences to millions of viewers across Africa, Kwesé iflix offers users the region's most extensive collection of highly acclaimed local African and international series and movies, including first-to-market exclusive programming. With over 240 studio and distributor partnerships worldwide, Kwesé iflix offers subscribers the most extensive selection of iconic, critically-acclaimed TV series and fan-favorite films both internationally and locally available, including hit titles such as *ICE*, *Saints I Sinners*, *Riviera*, *Britannia*, *Tin Star*, *Being Mary Jane*, *Medici Masters of Florence* and *Luther*, and more. As well as Bollywood hits *Love Shagun*, *Sharafat Gayi Tel Lene*, *Golmaal Returns* and *Dedh Ishqiya*.

ABOUT KWESE IFLIX

Kwesé iflix is a mobile platform that offers cutting-edge, youth focused programming showcasing video-on-demand and download-to-watch-later entertainment content. It is a product stemming from a joint-venture between Kwesé and iflix, which is as a result of Kwesé's



acquisition of a significant stake in iflix Africa. Aimed at becoming the core vehicle to delivering seamless mobile experiences to millions of viewers, the App offers users the region's most extensive collection of highly acclaimed local African and international series and movies, including first-to-market exclusive programming.

For more info: www.kweseiflix.com

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