



FOR IMMEDIATE RELEASE

IFLIX SECURES NEW ROUND OF FUNDING

KUALA LUMPUR, JULY 22, 2019 – iflix, Southeast Asia’s largest digital entertainment service, today announced the finalisation of a new round of investment to drive growth ahead of a prospective IPO.

This round was cornerstoned by Fidelity International, a global asset manager with US\$379.2 billion assets under management*. As part of the round, iflix also welcomes some of the region’s top media companies to the register including [Indonesia’s MNC](#), [Japan’s Yoshimoto Kogyo](#), and [South Korea’s JTBC](#). This complements the continued investment by the founders Catcha Group, and strategic shareholders Hearst, Sky and EMC, each of whom also participated in the round. Whilst the final size of the round has not been disclosed, the total is well in excess of US\$50 million.

The successful funding round provides iflix with significant firepower to aggressively pursue growth strategies and further increase the active userbase which surpassed 17 million in May 2019, up from 9 million six months earlier.

iflix Co-Founder and Chairman, Patrick Grove, said, “We are incredibly proud to have Fidelity International cornerstone this latest round of funding, along with investments from all our major shareholders and some of the region’s most significant media companies. These investments are a clear affirmation of iflix’s business model and growth prospects, and strengthens our ties to some of the region’s largest providers of local content. We have a strong pipeline of new content and are excited to be making our most extensive ever content offering available to our millions of users across the region.”

* as at 31 December 2018

Ends

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 and Thailand, with the service also covering Brunei, Sri Lanka, Pakistan, Myanmar, Vietnam, Cambodia, Nepal, and Bangladesh.

Learn more at <https://blog.iflix.com> | For advertising opportunities: advertising@iflix.com

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