



FOR IMMEDIATE RELEASE

IFLIX PREMIERES NEW MALAYSIAN ORIGINAL PRODUCTION, *RISE TO POWER*

- *Hotly anticipated movie spin-off in the KL Gangster Underworld universe premieres for free, on 19 September 2019*
- *New strategic partnership with peer-to-peer sharing app, SHAREit, to put power of content discovery in the hands of everyone in an effort to stifle rampant piracy.*

KUALA LUMPUR, September 19, 2019 – [iflix](#), Southeast Asia’s leading entertainment service, today announced the exclusive premiere of the much anticipated movie spin-off in the *KL Gangster Underworld* universe – *Rise to Power*, now available to stream or download, for free, on iflix.

In *Rise to Power*, Dynas Mokhtar reprises her role as Madam Wong, to tell the story of how the only woman to lead a KL gang rose to power through guile, grit and ruthlessness. In a suspenseful retelling that chronicles her struggles, Madam Wong defies patriarchal family tradition while plotting her way to power, taking no prisoners and showing no mercy.

The breakout success of *KL Gangster Underworld Season 1* prompted the iflix originals team to expand on the *KL Gangster Underworld* universe to give the backstory to some of the most engrossing characters in the series, and satiate fan demand ahead of Season 2, slated for 2020 release.

Rise to Power reunites film-making veterans from Skop Productions (makers of award-winning movies *Munafik 2*, *Abang Long Fadil 2*, *Evolusi KL Drift 2*, and *KL Gangster*), with renowned directors Faisal Ishak and Syafiq Yusof, who helmed *KL Gangster Underworld Season 1*.

Fans of *KL Gangster Underworld* will be thrilled to see the return of favourite characters Zan (Hasnul Rahmat), Tauke (Azhan Rani), Shah (Beto Kusyairy), Adi (Zahiril Adzim), and Belut (Amerul Affendi), alongside the “King” from 2001’s *KL Gangster* movie played by veteran actor Ridzuan Hashim. The movie also introduces intriguing new characters played by newcomer



Elvis Chin, seasoned performer Tony Eusoff (*Saloma*), and TV star Sharifah Sakinah (*Girlfriend Aku Dari Neraka The Series*).

Fans can watch the complete franchise; [KL Gangster](#), [KL Gangster 2](#) and [KL Gangster Underworld Season 1](#), for free, on iflix.

Mark Francis, iflix Global Director of Original Programming, said, “*KL Gangster Underworld Season 1* was one of our most successful series, and the demand from fans was overwhelming. It was the fans that made it clear that the relationship between the character of Madam Wong (Dynas Mokhtar) and Ayah Zan (Hasnul Rahmat) warranted a deeper dive.”

“So we jumped on the opportunity to expand the KLGU universe and deliver a new special that would pre-empt the second season with a story set 10 years before the events of season one, thereby “resurrecting” Zan.”

“This movie is really unique for its strong and ruthless female lead, whilst serving up the level of fight action and plot intrigue that is making the *KL Gangster Underworld* franchise a true fan favourite,” said Francis.

Premiere on SHAREit

For the first time in Southeast Asia, in a move set to turn the media industry on its head, iflix, together with partner SHAREit, will also make ***Rise to Power*** and every episode of ***KL Gangster Underworld Season 1*** shareable and downloadable, for free, on the SHAREit app, to empower customers in unprecedented ways. SHAREit users are able to share ***Rise to Power*** and the whole Season 1 with their peers over wifi direct technology, with no need for mobile data.

This is iflix’s first step with the revolutionary peer-to-peer sharing app and world’s largest offline and online app, game, and video discovery and sharing platform, which boasts an active userbase of 120 million monthly active users in Southeast Asia alone.

Dinesh Ratnam, iflix Malaysia Country Manager, said, “We’re transforming the industry and we’re doing this across SEA, but we’re starting in our own backyard with Malaysia’s best ever franchise, giving it to everyone, for free, on any device, without even having to pay for mobile



data. We've been working towards this for five years and this is the next evolution – we're literally putting power in the hands of the people."

"At SHAREit we are very excited to bring iflix's premium library of high quality movie, sports and TV content to our 120m+ monthly active users in SE Asia," says **Michael Qiu, CEO SHAREit Technologies.**

Further, **Karam Malhotra, SHAREit Global VP,** added, "It is a great testimony to our partnership that iflix and SHAREit will be premiering the blockbuster movie *Rise To Power* exclusively for SHAREit users to stream and download anytime and anywhere. We are excited that SHAREit users will be able to access this and many more of iflix's premium titles for free!"

RESOURCES

Watch *Rise to Power* for free, here: <https://go.iflix.com/risetopower>

Embeddable Trailer: [Link](#)

Media Assets: [Link](#)

ABOUT IFLIX

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ABOUT SHAREIT

SHAREit is the fastest cross-platform app for Android, iOS, PC & Mac. SHAREit allows you to transfer video, music, files and apps from one device to another.

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SHAREit is also a platform which provides global users with equal high-quality digital contents in a simple and fast method. So far, SHARE it has more than 1.8 billion users worldwide, consistently ranking in the Top 10 in Google's Play Store.

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