

FOR IMMEDIATE RELEASE**IFLIX ADDS TO EXECUTIVE TEAM, PRIMED FOR INTERNATIONAL EXPANSION**

KUALA LUMPUR, July 7, 2016 – iflix, Southeast Asia's leading Internet TV service, is thrilled to announce the following senior appointments to its leadership team as the Company begins to expand its world class service to new markets outside Southeast Asia.

Christian Toksvig joins iflix as Head of International Business Development. Previously CEO of StockUnlimited, he has launched and grown four global media brands across five continents. Prior to StockUnlimited, Mr. Toksvig was Head of International Business Development at Getty Images, where he was responsible for expanding the company's presence in key emerging media markets such as China, Brazil and the Middle East. With over 20 years of international business development and operations experience, Mr. Toksvig will be instrumental in driving strategic partnerships with telecom operators across Asia, the Middle East and Africa.

Nader Sobhan joins iflix as Head of Middle East and North Africa. He previously founded Iktomi, which has operations in Dubai, Barcelona and Bangkok. He previously also led the strategic planning of the digital directorate at MBC, the leading free-to-air broadcaster of the Arab world. With his extensive experience in digital products and broadcast entertainment in the Middle East and North Africa, Mr. Sobhan will be the driving force behind the Company's expansion into the region.

Andre De Wet joins iflix as Head of Africa. Prior to iflix, he served as the CEO of PriceCheck, one of Africa's leading e-commerce sites, where he grew by more than 700% during his 3-year tenure. His extensive expertise in management, marketing, strategy and business development in developed and emerging economies will be critical in driving the Company's success in Africa.

iflix Group Co-founder and CEO Mark Britt commented: "I am incredibly excited to welcome Christian, Nader, and Andre to our growing family. Localization is the key to iflix's strategy and with their outstanding track record and proven expertise in international expansion and business development, I am confident they will drive the business forward



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into exciting, new markets following on demand.”

Now available in Malaysia, Thailand, the Philippines and Indonesia, iflix will continue to roll out its world-class service to key additional emerging markets in the coming months. For new subscribers, iflix offers a complimentary 30-day trial with full access to its world-class service, features and content, with no credit card or payment details required. Go to www.iflix.com to register.

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ABOUT IFLIX

iflix is an emerging markets focused Internet TV service, offering users unlimited access to thousands of TV shows, movies and more. With a vast selection of first run exclusives, award winning movies and shows, plus the best in local and regional programs, iflix places the entertainment people want at their fingertips to either stream or download. For one low monthly fee, iflix subscribers can watch on their mobile phone, laptop, tablet, TV... wherever, whenever.

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