

FOR IMMEDIATE RELEASE**IFLIX AND VIMOND ESTABLISH JOINT DEVELOPMENT
CENTRE IN KUALA LUMPUR**

*iflix and Vimond to announce an expanded strategic collaboration for innovation in
the OTT TV Space*

KUALA LUMPUR, June 2, 2015 – iflix, Southeast Asia’s leading Internet TV service, offering subscribers unlimited access to thousands of hours of entertainment for a low monthly price, together with the leading enabler of global digital video services worldwide, Vimond Media Solutions today announced plans to establish a jointly operated development centre in Kuala Lumpur. The Global Centre of Excellence (“Centre”), will be staffed with significant technical development resources, global Product Management and R&D teams aimed at breaking ground in the way consumers watch television in a mobile first environment.

The Centre will pull from both companies’ wealth of expertise developing back-end and front-end software solutions, as well as their unique understanding of the market and the rapidly changing landscape of web TV services. With a focus on creating innovative TV products for iflix’s rapidly growing Southeast Asian customer base, and further extending the capabilities and scalability of the modular and adaptive nature of Vimond’s Media Platform solution, the companies look to immediately recruit the best talent both locally and internationally across fields, including architecture, web and mobile development, cloud and infrastructure, automation, data science, IT operations, and research and development.

iflix Group CTO, Ash Crick commented, “With this initiative, we aim to provide an attractive return path for highly-skilled Malaysians who have been studying and working overseas. It is our intention to increase the “Brain Gain” in Southeast Asia, particularly Malaysia through creating exciting opportunities for skillful individuals from around the globe to join us in revolutionising the entertainment industry.”

“Vimond is the ideal innovation partner for iflix. We have established a fantastic working synergy through launching our service and we look forward to developing that partnership further. The compatibility of our business cultures and ambitions to

make a real impact in this industry was conducive towards a deeper collaboration to bring true innovation to this space,” continued Crick.

Helge Høibraaten, CEO of Vimond Media Solutions commented “I see the Vimond and iflix visions of the future as strongly aligned. By offering a premium TV experience at an affordable price to a young and diverse population, we can make a substantial difference, for the audiences and the industry.

“For us it is important to collect, embrace and nurture ideas from different markets and mindsets across the world in an industry that has both strong globalisation and localisation trends happening in parallel. This, in addition to the iflix presence, is why it is strategic for us to open up this center of excellence in Kuala Lumpur” continued Høibraaten.

Vimond has seen great customer growth in Europe and North America, and is seeking to expand and develop Southeast Asia as a new key region with this initiative.

Having recently launched in Malaysia and the Philippines, iflix will roll out its world class service to additional key Southeast Asian markets, including Thailand, Indonesia, and Vietnam throughout 2015, offering consumers more than 10,000 hours of top U.S., Asian regional, and local TV shows and movies. Each subscription will allow a user to access the service on five Internet capable devices such as mobile, tablet, computer, or television set, for viewing anywhere, anytime.

###

ABOUT IFLIX

iflix is a partnership between highly successful, disruptive local entrepreneurs and Hollywood heavyweights. Catcha Group and Evolution Media Capital have joined together to create an Internet TV service for Southeast Asia that provides access to thousands of hours of top TV shows and movies from all over the world. From Hollywood and Hong Kong, Seoul and Shanghai, Thailand and Tokyo, iflix places the entertainment you want at your fingertips. For one low monthly fee, subscribers to iflix

have unlimited access on their mobile phone, laptop, tablet, TV... anywhere, anytime.

About Vimond Media Solutions

Vimond Media Solutions AS (www.vimond.com) develops and markets tools for the new world of TV. Established in 2011 and based in Bergen, Norway, Vimond powers services from world leading online TV brands, such as Comcast, Thomson Reuters, TV 2, iflix, and leading broadcasters and service providers globally. We help these companies adapt and grow a rapidly changing digital audience by providing unique technology and expertise.

For media enquiries, please contact:

Peggy Lee
Iflix Corporate Communications
peggy@iflix.com
+60 12 217 8345

Ash Crick
iflix Group CTO
ash@iflix.com
+60 12 260 5049

Miguel Silva
Vimond EVP Sales & Marketing
miguel@vimond.com
+47 951 31 604

Helge Høibraaten
Vimond CEO
helge@vimond.com
+47 932 29 570