



FOR IMMEDIATE RELEASE

IFLIX PARTNERS WITH CELCOM TO PROVIDE UNLIMITED ACCESS TO THE BEST ENTERTAINMENT

KUALA LUMPUR, 15 March 2016 – iflix, Southeast Asia’s leading Internet TV service, offering subscribers unlimited access to tens of thousands of hours of entertainment for a low monthly price, is pleased to announce a landmark partnership with Celcom Axiata Berhad (Celcom), Malaysia’s leading data network provider.

The partnership enables Celcom to provide thousands of TV shows, movies and more from iflix’s extensive library, to its more than 12 million customers in Malaysia.

From 15 March 2016, all Celcom subscribers will enjoy two months full access to iflix to stream seamlessly on Celcom’s Undisputed No.1 4G Network at no additional cost, compliments of Celcom (valued at RM20). Following the two-month expiry, customers can continue to enjoy iflix at a special rate of RM9 per month with auto renewal, charged directly to their postpaid or prepaid Celcom accounts through integrated mobile carrier billing.

To access iflix, Celcom customers can simply log on to iflix.com or download the iflix app and immediately will be able to enjoy unlimited movies or shows on the go across multi-devices without the need to sign up.

Azran Osman-Rani, iflix Group COO and CEO of iflix Malaysia commented: “We are thrilled to welcome Celcom to the iflix family. With our seamless sign-up process, Celcom subscribers will be able to enjoy uninterrupted and unlimited access to thousands of their favourite TV shows, movies and more on iflix. This partnership with Celcom once again reaffirms our commitment to offer Malaysian audiences the best in entertainment content from around the world.”

Zalman Aefendy Zainal Abidin, Chief of Sales and Marketing Officer of Celcom Axiata Berhad said Celcom was more focused than ever to ensure the development of its OTT services, to better cater to the ever changing digital needs of its customers.

“Iflix is one of the kind, it can be enjoyed on multiple devices at any time anywhere and it screams value for money. Customers can watch movie content seamlessly backed by Celcom’s extensive network coverage,” he said.

27-7 The Boulevard
Mid Valley City 59200
Kuala Lumpur, Malaysia

Play now at iflix.com



The announcement follows on a succession of benchmark partnerships with leading telecommunications providers as part of the iflix's commitment to bring the best in entertainment to Malaysian consumers across the country.

Now available in Malaysia, Thailand and the Philippines, iflix will continue to roll out its world-class service to additional key Southeast Asian markets in the coming months. iflix offers consumers the largest library of top Hollywood, Asian regional, and local TV shows and movies available in the region. Each subscription allows users to access the service on up to five devices, including phones, laptops, tablets, and television sets, for viewing wherever, whenever.

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