

VODAFONE IDEA AND STARZ STRIKE STRATEGIC ALLIANCE; LAUNCH LIONSGATE PLAY IN INDIA

- ~ *VIL customers will have easy access to popular content from Lionsgate library*
- ~ *Portfolio includes movie premieres and blockbuster films across genres*
- ~ *A seamless viewing experience of customised and differentiated content*

Mumbai, Aug 19, 2019: Vodafone Idea Limited, India's leading telecom operator and **STARZPLAY**, the international premium subscription platform from **STARZ**, a **Lionsgate (NYSE: LGF.A, LGF.B) company**, have joined hands to launch Lionsgate's premium service Lionsgate Play in India. This partnership will enable Vodafone Idea customers' access to a broad portfolio of celebrated blockbusters and award-winning feature films from the studio.

Video is the new growth driver in the digital content consumption today. Vodafone Idea's partnership with STARZPLAY is a step towards boosting the growth of the digital ecosystem in India. The partnership will capitalize on this huge potential by offering viewers with an array of premium content across genres.

Lionsgate Play will be available to Vodafone Play and Idea Movies & TV subscribers as a part of this strategic collaboration between the two companies. The offering includes multibillion-dollar global blockbuster franchises *The Hunger Games* and *The Twilight Saga*, multiple Academy Award® winner *La La Land* and the international breakout hit *Wonder*, with much of it available in four local languages. The content library will be spread across genres like horror, comedy, drama, action, thriller, documentaries to name a few.

Following the launch, the offering will boast an illustrious line up of digital premieres of Lionsgate films coming to the service in the first year including *Robin Hood*, *Crank*, *Sahara*, *Redcliff*, *Jersey Shore Attack*, *Killers*, *Grudge*, *Letters to Juliet*, *American Psycho 2*, *Nerve*, *Facing Ali*, *Down A Dark Hall* and *American Assassin*.

Commenting on the partnership, Avneesh Khosla, Operations Director - Marketing, Vodafone Idea Limited said, "At VIL we strive to bring world class partnerships to our consumers with the singular focus to enrich their experience. With Lionsgate Play we are extremely excited at the prospect of offering premium world class English content to our consumers to enable them to enjoy the best that Hollywood has to offer."

"The partnership with Vodafone Idea creates an exciting opportunity to expand the Lionsgate Play offering as a premium service that delivers a vast library of compelling films and a great user experience to all of our shared customers. We are delighted to bring this premium service to India with a leading global platform like Vodafone which has such enormous reach and tremendous distribution expertise. Our partnership is the latest affirmation of the enormous role that telcos are playing in shaping the digital age of content," said **Rohit Jain, Managing Director of Lionsgate South Asia**.

Vodafone Play

The Vodafone Play app is a one-stop entertainment destination to enjoy live TV Shows, latest movies and original content. Downloaded by more than 10 Million+ Vodafone Subscribers it gives access to over 9500+ movies, in 16 different languages, 300+ live TV channels along with a huge catalogue of original web series and International TV Shows across all genres.

Idea Movies and TV

Idea Movies & TV app is an ultimate gateway to popular movies and video watching experience. The robust library comprises of 8500+ movies, 400+ Live TV Channels, TV Shows and Original Content across various genres.



With over 10 million+ downloads Idea Movies & TV app has been growing in popularity and rating of 4.4 on Play store.

About Vodafone Idea Limited

Vodafone Idea Limited is an Aditya Birla Group and Vodafone Group partnership. It is India's leading telecom service provider. The Company provides pan India Voice and Data services across 2G, 3G and 4G platform. With the large spectrum portfolio to support the growing demand for data and voice, the company is committed to deliver delightful customer experiences and contribute towards creating a truly 'Digital India' by enabling millions of citizens to connect and build a better tomorrow. The Company is developing infrastructure to introduce newer and smarter technologies, making both retail and enterprise customers future ready with innovative offerings, conveniently accessible through an ecosystem of digital channels as well as extensive on-ground presence. The Company is listed on National Stock Exchange (NSE) and Bombay Stock Exchange (BSE) in India. For more information, please visit www.vodafoneidea.com.

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About Lionsgate Play

Lionsgate Play, a premium streaming service from Lionsgate India and Starz, offers curated Hollywood content for the Indian consumers, with a large extent of the content available in multiple Indian languages. Lionsgate India, a Lionsgate US company (NYSE: LGF.A, LGF.B), is the latest entrant in South Asian market, that distributes premium content to linear and digital platforms across the region. It develops and produces local Indian language content both, originals and adaptations of globally successful content. Starz, a Lionsgate subsidiary, is a leading global media and entertainment company that produces and distributes premium streaming content to worldwide audiences across subscription television platforms. It offers subscribers more than 7,500 distinct premium television episodes and feature films, including STARZ original series, first-run movies and other popular programming.

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