

## **PANTALEON Entertainment AG: PANTAFLIX now Released as Android App**

- **pantaflix.com reach extended by several billion users & devices**
- **Android is leading smartphone OS with 88 % market share**
- **Apps for Smart TVs and other devices in pipeline**

**Berlin, February 6, 2017** – pantaflix.com, the innovative Video-on-Demand (VoD) platform launched by PANTALEON Entertainment AG (XETRA: PAL, ISIN: DE000A12UPJ7), today announced the worldwide roll-out of its Android app as planned.

Android is an operating system (OS) and software platform for mobile devices like smartphones, media players, netbooks and tablet computers. With a global record market share of 88 percent in the third quarter of 2016, Android is the world's leading OS for mobile delivery devices. Especially in the emerging markets, which are key for pantaflix.com with their disproportionately young, mobile-content-friendly target audiences, the market share is even higher. In future PANTAFLIX core markets like India with its 1.3 billion inhabitants, for example, Android has a market share of 97 percent. Together with the iOS app, which was launched in December 2016, pantaflix.com is now available on over 95 percent of Smartphones worldwide. The launch of the Android app comes well before the planned start date, which was announced for mid-February 2017.

"The successful launch of the Android app is the biggest step towards global availability on mobile devices," say PANTALEON Entertainment CEO Dan Maag. "We're now available on several billion smartphones and tablets worldwide, and are right on schedule with our global roll-out, which has far exceeded our expectations so far."

The pantaflix app is available immediately on android.pantaflix.com in the Google Play Store free of charge.

### **About pantaflix.com:**

[www.pantaflix.com](http://www.pantaflix.com) is an innovative and cloud-based Video-on-Demand (VoD) platform, which for the first time enables filmmakers and rights owners to market their productions to a worldwide audience with just a few clicks. [pantaflix.com](http://www.pantaflix.com) offers immediate market access reducing the stages of the exploitation chain. 75 percent of sales go straight to the producer, 25 percent to [pantaflix.com](http://www.pantaflix.com). Thus, producers receive up to 7.5 times as much revenue as from traditional platforms. The worldwide sales of VoD services amounted to 11.2 billion euros in 2015. By the year 2020 they are expected to double, as the movie watching habits of the consumer are changing sustainably – away from linear television to flexible VoD services, i.e. to digital devices such as smartphones and tablet PC's. Through its innovative approach pantaflix.com has positioned itself for an above-average growth in this market.

### **About PANTALEON Entertainment AG:**

PANTALEON Entertainment AG is one of the fastest growing media companies in Europe. The group, as a leading producer of feature films with world-class distribution partners such as Warner Bros. and Amazon Prime, developed high growth dynamics from the start. The financial success of the content division paid in for the formation of the disruptive video-on-demand (VoD) game changer [pantaflix.com](http://www.pantaflix.com), a 100% daughter of PANTALEON that just recently initiated its global rollout. For more information: [www.pantaleonentertainment.com](http://www.pantaleonentertainment.com) and [www.pantaflix.com](http://www.pantaflix.com)



Contact:

PANTALEON Entertainment AG  
Katharinenstrasse 4  
D-61476 Kronberg im Taunus  
Tel.: +49 6173 3945095  
Fax: +49 6173 3945097  
E-Mail: [ir@pantaleongroup.com](mailto:ir@pantaleongroup.com)

Contact Investor Relations:

CROSS ALLIANCE communication GmbH  
Susan Hoffmeister  
Freihamer Strasse 2  
D-82166 Gräfelfing/Munich  
Tel.: +49 89 89827227  
E-Mail: [sh@crossalliance.com](mailto:sh@crossalliance.com)