

PANTAFLIX AG implements comprehensive sustainability strategy

- **PANTAFLIX AG appoints Sustainability Manager**
- **Subsidiary PANTALEON Films focuses on eco-friendly film production**

Munich, February 20, 2018 – PANTAFLIX AG today announces its commitment to implement and execute a comprehensive sustainability strategy in all departments. To radically reduce the company’s ecological footprint, internal corporate structures and work processes will be reviewed in respect of their sustainability and undergo thorough reorganization and optimization by the year 2020. To expedite this process, PANTAFLIX AG has added Sustainability Manager Mariella Koch to its team.

“We as a company are acutely aware of our responsibility to protect the environment”, says Dan Maag, CEO and member of the Management Board of PANTAFLIX AG: “We aim to be innovative trailblazers not only in economic and technological respects but also in environmental concerns. Our sustainability strategy is an important step toward this goal, and we will follow it wholeheartedly. We strive to ensure that future generations will have quality entertainment as well as a liveable planet.”

PANTAFLIX AG is already in the process of implementing various measures to support its sustainability efforts, including a responsible resource management and cooperations with international NGOs like the Surfrider Foundation Germany which is working to preserve the oceans worldwide.

Additionally, PANTAFLIX-subsiidiary and film production company PANTALEON Films will promote an eco-friendly execution of its film productions. The film “Vielmachglas / A Jar full of life”, for example, has already been produced in a resource-friendly fashion. Investing in modern technologies and promoting innovative companies is a crucial part of achieving this goal. “Chargery” (a mobile charging service for electric vehicles), for instance, supplied the E-Smarts used during the production of “100 Dinge / 100 Things” with 100% green electricity. PANTAFLIX AG’s long-term goal is to progressively promote the national and international development of a thus far insufficient infrastructure for sustainable film shoots, as well as to realize its own productions with a focus on sustainability.

About PANTAFLIX AG:

PANTAFLIX (XETRA: PAL, ISIN: DE000A12UPJ7) is one of the fastest growing media companies in Europe. Consisting of the video-on-demand platform (VoD) PANTAFLIX, the traditional film production division *PANTALEON Films*, and the brand integration unit



March & Friends, the Group pursues a 360-degree approach to the production, distribution, exploitation, and marketing of films and series as well as their rights. The company's high growth dynamics stems from its progressive distribution model for international film productions on PANTAFLIX.

PANTAFLIX already provides content to film and series consumers all over the world. PANTAFLIX AG has cooperation agreements with renowned partners *such as Amazon, Disney, Warner Bros., and Sun Seven Stars Media*. In its German home market, the group is based in Berlin, Munich, and Frankfurt.

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