

PANTAFLIX AG reaches milestone in the B2B sector – four of the largest German media houses integrate PANTAFLIX embed player

Munich, 20 December 2018. PANTAFLIX Technologies GmbH, a wholly owned subsidiary of PANTAFLIX AG (XETRA: PAL, ISIN: DE000A12UPJ7), has reached an important milestone and significantly expanded its own network of business partners. After the cooperation with DEUTSCHE FILMAKADEMIE has had already been expanded at the end of November 2018, PANTAFLIX is now gaining four further well-known cooperation partners: the publishing houses of Funke Mediengruppe, Rheinische Post Mediengruppe, Medienhaus DuMont Rheinland and Lensing Media.

For streaming the two-part documentary "DIE STEINKOHLE" (Part 1: "Aufbruch in eine neue Zeit" – "Awakening of a new era"; Part 2: "Ende einer Ära" – "End of an era") on the online portals of the newspapers, the media houses use the pioneering embed player from PANTAFLIX. This allows users to browse the documentation in the accompanying article on the last official going underground of the respective website. The integration means that the embed player will not only be used by four of the largest German media houses; at the same time, the technology is being used in their online news media, which recently generated a total of about 18 million unique users in the month of November.

The PANTAFLIX Embed Player combines a stable performing and at the same time innovative solution with high user-convenience. B2B-partners benefit from numerous advantages of the player. For example, the time the user stays on the embed player operator's page is much longer, since the film does not have to be linked to an external page to be watched. This opens up completely new possibilities in the user engagement to the website. At the same time, the easy-to-use iFrame solution eliminates the need for web hosting by the embed player operator. Furthermore, the latest Digital Rights Management (DRM) technology of the PANTAFLIX platform enables B2B partners to offer films from large Hollywood studios on their own websites. The player's high degree of personalization consistently complements the innovative overall offering.

"DIE STEINKOHLE" a production of BROADVIEW TV in co-production with ZDF / Arte and support of the Film- und Medienstiftung NRW will be available from 21 December 2018 until 20 January 2019 in Directors Cut. During the same period, the documentation will also be available online free of charge on the VoD platform PANTAFLIX (Part 1: "Aufbruch

in eine neue Zeit" – "Awakening of a new era": <https://www.pantaflix.com/de/m/762511>;
Part 2: "Ende einer Ära" – "End of an era": <https://www.pantaflix.com/de/m/762512>).

"Our cooperation with these traditional publishing houses is the great realization of our technology's B2B approach. On the one hand, we offer our partners a state-of-the-art embed player that combines numerous advantages in one solution. On the other hand, the PANTAFlix technology is now being used in the wide-reaching online media of daily newspapers. The enriching cooperation of all participants will provide the emotional occasion of the last going underground at Prosper Haniel colliery with cross-media support at the highest level," says Stefan Langefeld, CEO of PANTAFlix AG.

About PANTAFlix AG:

PANTAFlix AG (GSIN: [A12UPJ](#), ISIN: [DE000A12UPJ7](#)) is one of Europe's fastest-growing media companies. The company pursues a 360-degree approach to production, distribution, exploitation and marketing of films, series and the related rights. In addition to the traditional film production business PANTALEON Films, the music label PantaSounds and the brand integration unit March & Friends, the cloud-based video-on-demand (VoD) platform PANTAFlix is also part of the Group. The focus of the VoD platform is on making international content available on a global level. With this move, PANTAFlix is tapping a vital and continuously growing market and addressing more than 258 million expats and people living outside their native country worldwide.

PANTAFlix AG cooperates with prestigious partners such as Amazon, Disney, Warner Bros., StudioCanal and Premiere Digital Services. In its home market of Germany, the Group has offices in Berlin, Cologne and Munich. In digital expert Stefan Langefeld and media manager Nicolas Paalzow, PANTAFlix AG has a unique management team with deep roots in the film/TV and technology industry.

For further information, visit www.pantaflixgroup.com and www.pantaflix.com.

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