

PANTAFlix expands its offering with subscription and advertising-financed video on demand

Munich, May 14, 2019. PANTAFlix AG (GSIN: A12UPJ, ISIN: DE000A12UPJ7) is further expanding its video service pantaflix.com. In future, PANTAFlix customers will have access to even more video content and will be able to decide for themselves how they wish to access their desired film or series. Regardless of whether they want to watch advertising-financed content free of charge (AVoD), prefer new exciting packages in the subscription model (SVoD) or access the blockbuster in the familiar transactional video-on-demand (TVoD): In future, PANTAFlix will offer all customers more choice and even more possibilities.

This expansion of the service gives the Group the opportunity to tap additional sales potential and new customer groups in a dynamically developing VoD market. The German streaming market alone will be of considerable size in 2019. Market researchers are assuming that the total sales volume in the TVoD sector will be around 170 million euros; AVoD will be around 600 million euros. The volume of the SVoD access channel is much larger. This is expected to amount to around 890 million euros.

The measures will be closely monitored by the Executive Team headed by PANTAFlix Chief Operating Officer (COO) Thilo Schlüter and Manuel Uhlitzsch. It is not only PANTAFlix that will benefit from a massive increase in its potential customer base and a noticeable reduction in customer acquisition costs. At the same time, the PANTAFlix content partners will also benefit, as they will now have the greatest possible flexibility in monetizing their content via an even more differentiated exploitation model.

"By expanding our platform strategy, we are penetrating two additional high-revenue markets with PANTAFlix. We are opening up new, attractive customer groups in a time- and cost-saving manner and can thereby exploit the full performance potential of our highly scalable VoD platform. Everyone benefits: Our customers, our content partners and the Company - that was and is the PANTAFlix way," says PANTAFlix Chief Executive Officer (CEO) Nicolas Paalzow.

About PANTAFlix AG:

PANTAFlix AG (GSIN: A12UPJ, ISIN: DE000A12UPJ7) is one of the fastest growing media companies in Europe. The company pursues a 360-degree approach with regards to production, distribution, exploitation and marketing of films and series as well as their rights. In addition to the classic film production business PANTALEON Films, the music label PantaSounds, the brand integration unit March & Friends and the creative and production agency Creative Cosmos 15, the cloud-based video-on-demand platform (VoD) PANTAFlix is also part of the Group. The VoD platform focuses on the global availability of international content.

PANTAFlix AG cooperates with renowned 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.

Further information is available at www.pantaflixgroup.com and www.pantaflix.com

Investor Relations

CROSS ALLIANCE communication GmbH

Susan Hoffmeister

Tel.: +49 (0)89 1250903-30

E-Mail: sh@crossalliance.de