

PANTAFLIX AG closes content deal with Sony Pictures for advertising-financed streaming

Munich, December 05, 2019. PANTAFLIX AG (GSIN: A12UPJ, ISIN: DE000A12UPJ7) significantly expands the content offering of its VoD platform PANTAFLIX. In doing so, the Munich-based media company has closed a major content deal with Sony Pictures Entertainment Deutschland GmbH. As a result, the advertising-financed AVoD-offering on PANTAFLIX is expanded by a massive entertainment bundle of one of the world's largest Major Studios. In addition to numerous blockbuster movies, PANTAFLIX users can now stream all series seasons of "Lost Girl", "XIII - The Series" and "Charlie's Angels". As early as December, new content will be available for film and series fans on the PANTAFLIX VoD platform free of charge and with no need for registration.

With this ground-breaking content deal, PANTAFLIX AG underlines once again its standing as a competent partner in the dynamically changing media market and proves the high implementation speed of its strategy. Only in October 2019, the beta phase of the AVoD offering started on PANTAFLIX with the fourth season of the success format KRASS KLASSENFAHRT. On December 06, already the fifth season will follow.

Andreas Ditter, Country Manager, Distribution & Networks at Sony Pictures Entertainment Deutschland GmbH: "We are extremely excited about the cooperation with PANTAFLIX. Our partner has an innovative approach to generate further attention for our content in the relevant German-speaking market."

Nicolas Paalzow, CEO of PANTAFLIX AG: "The agreement with Sony Pictures Entertainment Deutschland GmbH takes our AVoD offer to a new level and will help us to get more film and series fans enthusiastic about PANTAFLIX. We are confident that we can position ourselves even more strongly in the dynamic streaming market by offering an increasingly extensive range of products. "

About PANTAFLIX AG:

PANTAFLIX AG (GSIN: A12UPJ, ISIN: DE000A12UPJ7) is a media and technology company with a clear growth strategy. Through the efficient integration of all Group divisions, the company achieves a high degree of integration with regard to the 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 agency Creative Cosmos 15 the cloud-based video-on-demand platform (VoD) PANTAFLIX is also part of the Group. The VoD-platform focusses on providing users with a tailor-made premium content offering via all relevant access channels.

PANTAFLIX AG cooperates with renowned partners such as Amazon, Disney, Netflix, StudioCanal, Warner Bros. and others. The Group is represented in Berlin, Cologne and Munich.

PANTAFLIX

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

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