

## **PANTAFLIX AG: AVoD beta phase exceeds expectations in the 4th quarter 2019 – Further expansion of content offering on streaming platform PANTAFLIX**

**Munich, January 30, 2020.** The expansion of the VoD offering is becoming successful for PANTAFLIX AG (GSIN: A12UPJ, ISIN: DE000A12UPJ7). The beta phase of the advertising-based streaming offering (AVoD) on PANTAFLIX, in the fourth quarter of 2019, has clearly exceeded expectations. The content deal with Sony Pictures, closed in December 2019, has once again significantly increased the growth dynamics in the AVoD segment. More content partnerships are expected to take the free-of-charge AVoD offer for customers to a new level in the coming months.

On October 11, 2019, the Munich-based media company launched the AVoD offering on PANTAFLIX as part of its extended corporate and content strategy. At the launch, film and series fans had the chance to exclusively watch a successful production of YouTube stars Jonas Ems and Jonas Wuttke with the fourth season of KRASS KLASSENFAHRT. First streaming figures also underline the validity of the strategy of implementing additional access and revenue models. During the fourth quarter of 2019, the momentum increased rapidly once again, so that the total number of monthly streaming figures was in the seven-digit range and, thus, significantly exceeded the planned figures.

One of the reasons for this successful development is the ongoing expansion of the content offering. This was followed in December by the fifth season of KRASS KLASSENFAHRT. Only a few days later, PANTAFLIX was able to close a major content deal with Sony Pictures Entertainment Deutschland GmbH.

"We have been able to recognize the high growth dynamics of advertising-based streaming at an early stage and to position ourselves in the market with our offering, consisting of market-proven technology and high-quality content. Our goal is to provide viewers as well as producers and licensees with an attractive, flexible and innovative offering. We are firmly confident that we will succeed with our streaming platform PANTAFLIX. The positive development of our advertising-financed AVoD model confirms this assumption. We now want to build upon this success and score with further attractive films, series and originals in the coming months," says Nicolas Paalzow, CEO of PANTAFLIX AG.

### **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

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.

Further information is available at [www.pantaflixgroup.com](http://www.pantaflixgroup.com) and [www.pantaflix.com](http://www.pantaflix.com).

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