



4 July 2014

Capital raising to fund customer growth together with appointment of former Fox Executive to Board.

Highlights

- **Completed Share Placement to sophisticated and institutional investors of 204.2 million shares at 0.9 cents per share, raising \$1.8 million**
 - **Funds raised will be applied towards the addition of working capital, content, marketing and positioning the company for shareholder value creation**
 - **Appointment of former Fox Executive, Mr David Smith as Non-executive Director**
 - **Appointment of Corporate Advisors**
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Summary of Share Placement

Quickflix Limited (ASX:QFX) (Quickflix or the Company) has today completed a private placement to sophisticated and institutional investors of 204.2 million shares at 0.9 cents raising \$1.8 million. The capital raised will be applied to working capital, investment in content and marketing to accelerate the Company's growth strategy; together with supporting strategic initiatives.

Appointment to Board of Quickflix

The Directors of Quickflix are pleased to announce it will be appointing Mr David P. Smith of Los Angeles, California to the board as Non-Executive Director.

Mr Smith is a former Vice President of Twentieth Century Fox Television Distribution and is a senior US film and television entertainment executive with over 20 years' experience in licensing and acquiring content for subscription and transactional services including for over-the-top internet, cable, satellite, broadband and mobile platforms. Mr Smith whose tenure at Fox also



included representing the company on the boards of premium pay movie services Showtime, Telecine and LAPT V was also previously a finance and strategic planning executive of Walt Disney Company.

The appointment of Mr Smith introduces relevant global industry expertise to the board and is part of the Company's continuing commitment to ensure shareholders are represented by a board of individuals who can enhance the long term prospects of Quickflix. Mr Smith also serves as a consultant to Quickflix retained to secure licensing of Hollywood content.

Founder and CEO of Quickflix, Stephen Langsford said on the appointment of Mr Smith "We welcome David Smith to our board. David is a respected Hollywood executive who has deep industry knowledge relevant to Quickflix and who has insight into US and global content trends. We look forward to his contribution as Quickflix pursues its growth strategy based on having the most device coverage, best content and best partners to reach new customers."

Appointment of Corporate Advisors

Along with the recent placement, the board of Quickflix has appointed Cashel Corporate Finance to assist with evaluating strategic options for the Company.

The board notes that the media and entertainment industry is rapidly increasing its interest in streaming and over the top content delivery, and as a leading participant in this industry it is important that Quickflix is resourced to assess any corporate opportunities that arise to create value for shareholders.

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About Quickflix

Quickflix (www.quickflix.com.au) is Australia's leading streaming company offering subscriptions to a selection of movies and TV shows for just \$9.99 per month over a wide range of smartTV's, games consoles, Blu-ray players, desktops, laptops, mobile, tablets and other devices. Premium content which includes recent season TV series and latest release movies is available through Quickflix for a few dollars extra. Quickflix also offers subscription to the largest range of DVD and Blu-ray movies and TV shows for as little as \$12.99 per month. In New Zealand Quickflix streaming is available at www.quickflix.co.nz.



www.quickflix.com.au