

18 APRIL 2012

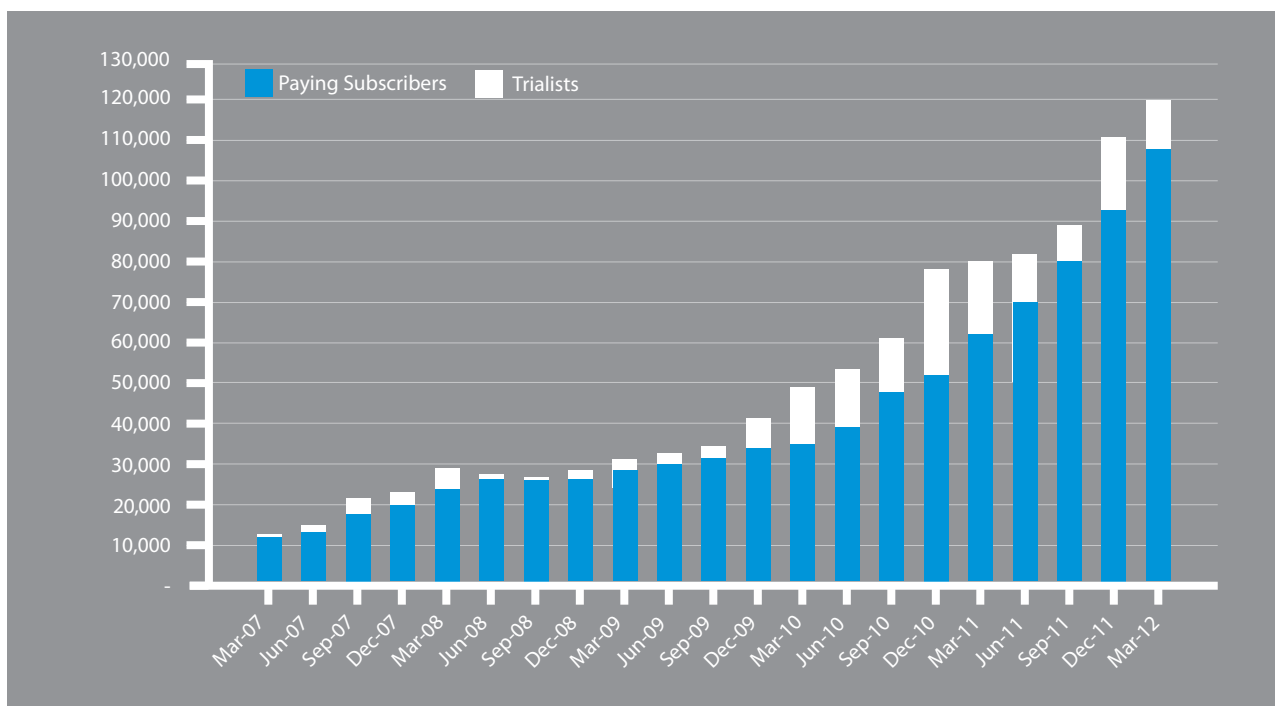
## Quickflix March quarter milestones: Over 100,000 paying subscribers; 20,000 streaming; \$20m revenue run rate.

Quickflix achieved new growth milestones during the quarter and made significant strides as first-mover in Australia & New Zealand's emerging IPTV movie and TV streaming sectors.

Paying subscribers grew by 14 per cent finishing the quarter at 107,520. Revenue was up 15 per cent and in March exceeded a run rate of \$20 million per annum.

Quickflix streaming has quickly caught on with almost 20 per cent of subscribers opting for it. The service which is available on Sony Bravia, PS3, PC and Apple Mac also went live in New Zealand during March extending Quickflix's addressable market. New device deals announced with Samsung and Panasonic which will also increase distribution are due to go live in coming weeks.

Quickflix's launch of HBO last week is a major milestone for its new subscription streaming service, introducing Australians for the first time to HBO's award winning hit TV and mini drama series instantly on demand. Quickflix further expanded its library of streaming content in the quarter with new deals announced with MGM, BBC and ITV. Quickflix also launched streaming pay-per-view for latest release movies complementing its unlimited viewing subscription streaming service.



Highlights for the March quarter were:

- Total subscribers of 120,549 at 31 March 2012, up 9 per cent;
- Paying subscribers of 107,520, representing net growth of 13,423 up 14 per cent;
- Average monthly paying subscriber churn of 5.1 per cent, up from 4.4 per cent;
- Revenue receipts of \$4.9 million for the quarter, up 15 per cent; and
- Net operating and investing cash outflow of \$3.3 million for the quarter was down slightly from \$3.4 million.

The Company continued its investment in development and rollout of its streaming service and marketing campaigns.

## Outlook

During the quarter Quickflix welcomed HBO, USA's largest premium television company, as a strategic investor whose \$10 million investment will fund continued subscriber growth.

Quickflix continues to expand its distribution network for its digital service with Australia & New Zealand's many iPad and iPhone owners soon also being introduced to unlimited streaming of movies and TV series. Quickflix will also launch on Panasonic Viera TV's and Samsung Smart TVs, Galaxy Tab and smartphones over the coming weeks. Further major device platform and content deals are expected to be announced in the coming quarter.

**-END-**

### For more information, please contact:

Stephen Langsford  
Executive Chairman  
Quickflix Limited  
+61 8 93474944  
[stephen@quickflix.com.au](mailto:stephen@quickflix.com.au)

Chris Taylor  
Chief Executive Officer  
Quickflix Limited  
+61 2 84159570  
[chris.taylor@quickflix.com.au](mailto:chris.taylor@quickflix.com.au)

## About Quickflix

Quickflix ([www.quickflix.com.au](http://www.quickflix.com.au)) is Australia's leading online movie rental company offering subscription to the largest range of movies and TV shows delivered as DVD or Blu-ray by mail or streamed instantly on-demand from a library of hundreds of movies & TV series direct to PCs, Apple Macs and a growing range of connected TVs and devices. In New Zealand Quickflix streaming is available at [www.quickflix.co.nz](http://www.quickflix.co.nz).