



29 April 2014

The Manager
Company Announcements Office
ASX Limited
Level 6, 20 Bridge Street
SYDNEY NSW 2000

Dear sir/madam

Quickflix Announces New Prices

Quickflix Limited (ASX: QFX) has today announced the launch of its new subscription options including streaming of TV shows and movies for \$9.99 per month. A press release is attached to this announcement.

Yours sincerely

A handwritten signature in black ink that reads 'S. Hunter'.

Susan Hunter
Company Secretary





29 April 2014

Quickflix launches new low-priced streaming for only \$9.99 per month.

Australian movie and TV streaming company Quickflix today announced the beginning of what it believes is a new-era in affordable home entertainment with the launch of its new subscription options including streaming of TV shows and movies for only \$9.99 per month.

Quickflix's Australian customers can now enjoy unlimited streaming of selected TV shows including those from US premium network HBO and BBC as well as blockbuster movies from Hollywood and Kids TV in standard definition (SD) or high definition (HD) for one low monthly fee of \$9.99 making it by far the most affordable service of its kind.

Under the \$9.99 per month subscription, customers have the flexibility of streaming to up to six registered devices including a wide array of smart TVs, game consoles, Blu-ray players, mobiles, tablets, PCs and other devices making it also the most accessible service of its kind. Under the one subscription a family or household is eligible to stream up to three movies or TV shows concurrently. Streaming of premium latest release movies pay-per-view and current and recent seasons TV pay-per-episode or season pass is also available for an additional charge.

Quickflix has also announced a new entry-level subscription plan for its online DVD rental postal service of \$12.99 per month for one DVD (includes Blu-ray) out-at-a-time with no limit on the number of times a DVD is exchanged in the month.

Quickflix Founder and CEO, Stephen Langsford, said: "We believe our new entry level streaming plan of \$9.99 per month offers customers the best value proposition and provides unparalleled choice and convenience compared with Foxtel's \$19.99 per month plan which only includes standard definition movies and is limited to PC, Mac and iPads.

"What customers want is streaming to their TV screen and their mobile devices. Our streaming service does both and is growing at pace with well over 7.5 million movies and TV shows streamed to date and the numbers of hours streamed on Quickflix growing by about 20 per cent per quarter.





Choose the price plan that's right for you!

(and watch movies & TV for a month for less than the price of a single movie ticket.)

DVD & Blu-ray

Get DVDs and Blu-rays delivered to your letterbox. No postage fees. No late fees. Exchange discs as often as you like. Up to three discs at a time.

From
\$12.99
monthly



Streaming

Watch Blockbuster movies and hit TV shows anywhere, anytime. Register six devices. Up to three streams at the same time. No set-top box required. No ads. Ever.

\$9.99
monthly



Combo

Have it all! Get DVDs and Blu-rays plus streaming with our combo plans. Save \$2.99 per month.

From
\$19.99
monthly



No lock-in contracts | Cancel anytime | Simple and easy!

"We're pricing our subscription streaming service at only \$9.99 per month so customers won't even have to think twice about the price. We think all the great content we offer for the family at about half of what it costs to go to the cinema for a single ticket or half of Foxtel's Presto service is irresistible.

"Quickflix is about making watching movie and TV shows more enjoyable. Our online DVD rental service did away with video store late fees. Our streaming service has done away with the need for a set top box and committing to long-term contracts.

"We're also committed to continuing to expand our range of latest release movies and hit TV series from the major networks and studios and we'll be launching more great content over the weeks and months ahead."





Quickflix's online DVD rental service offers access to Australia's largest range of latest release and catalogue movies and TV shows, over 60,000 DVD and Blu-ray titles in total. The three new DVD and Blu-ray subscription plans of one, two or three discs out-at-a-time with unlimited exchanges and postage paid are priced at only \$12.99, \$22.99 and \$29.99 per month respectively or combined with streaming for only \$19.99, \$29.99 and \$39.99 per month respectively a saving of \$2.99 per month.

-END-

For any enquiries, please contact:

Stephen Langsford

Founder & CEO

Quickflix Limited

+61 8 9347 4944

stephen@quickflix.com.au

Lewis Khan

PR

+61 423 665 628

lewis@rainmakercomms.com.au

About Quickflix

Quickflix (www.quickflix.com.au) is Australia's leading online movie 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 to desktops, laptops and a growing range of smart TV's, game consoles, iPad, iPhone and other devices. Latest release movies and current seasons TV are available for streaming as pay per view or episode. In New Zealand Quickflix streaming is available at www.quickflix.co.nz.

