

*News Announcement
For immediate release*

beIN SPORTS LAUNCHES NEWLY ENHANCED PLAYER IN THAILAND

Thailand's first dedicated LIVE sports streaming player, beIN SPORTS CONNECT, promises a superior experience for football fans.

SINGAPORE/THAILAND – Tuesday, 8 August 2017

Multi-platform media company, beIN Asia Pacific today announced the official launch of beIN SPORTS CONNECT in Thailand. With a brand new user experience and enhanced features, beIN SPORTS CONNECT offers local football fans unparalleled access to some of the greatest football action from around the world including Premier League, UEFA Champions League, UEFA Europa League, LaLiga, Serie A, Ligue 1, MLS, and more.

Apart from the content that is offered through its linear channels beIN SPORTS 1, 2, 3 and 4, users can now choose from a wide array of LIVE and on-demand games through any connected mobile device, laptop and desktop computer. They can also set alert reminders, use the playback feature to pause and rewind LIVE matches, Chromecast or AirPlay on a smart TV, and enjoy games in full HD. With all these new exciting features, users will have full control of setting their own viewing agenda.

Commenting on the launch, Mike Kerr, Managing Director - Asia, beIN Asia Pacific said, "Thailand is the first Asian market to enjoy the all-new beIN SPORTS CONNECT. We know the consumers here are fanatical about sports - particularly football, and we are thrilled to offer an immersive service that can bring them closer to their much-loved sport, teams and players. The new service takes learnings from our first generation product that we soft-launched in March. Through users' feedback and also studying their journey, we turned the player around quickly to match their needs – in time for the start of 2017/18 Premier League season."

"We have aggressive growth ambitions for beIN SPORTS CONNECT. Besides Thailand, the service also launched at the same time in Australia and New Zealand, with other Asian markets to follow shortly. Being a proprietary platform that we built, own and operate, you can only expect our product to get better and better. We are already working on the enhancements for the phase two release," Kerr added.

Through its flexible and attractive pricing package of between 49 Baht and 1599 Baht, fans can opt for a one-day, one-week, one-month, or one-year package. At less than 5 Baht a day, the one-year package of 1599 Baht is the most wallet-friendly.

About beIN ASIA PACIFIC

beIN Asia Pacific is a multi-platform media company. Offering a stellar line-up of live sporting events through its premium brand, beIN SPORTS, we serve passionate fans with great coverage, news and analysis of the top leagues and competitions from around the planet, as well as exclusive and never-before-available content. beIN SPORTS is available in 11 countries in the Asia-Pacific region. Headquartered in Singapore, we are part of beIN Media Group, the fastest growing global media and entertainment company with over 60 channels worldwide. The group also owns and operates leading pay-TV platforms in MENA and Turkey. Its other assets include beIN SPORTS CONNECT - a multi-device player, and Miramax - an iconic film brand synonymous with award-winning original content. For more information, visit beinmediagroup.com.

Contact:
Magdalene Ng
ngma@bein.net
+65 9842 7007