

PRESS RELEASE

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SPORTSFIX SCORES ITALIAN SERIE A TIM FOR FOOTBALL FANS IN MALAYSIA

SportsFix, ASEAN's leading mobile-centric over-the-top (OTT) streaming platform, has announced a significant new partnership with international media company MP & Silva to acquire the Italian Serie A TIM for the 2017/2018 season.

SportsFix recently signed the deal with the Italian league's international media rights holders to provide football fans with three LIVE matches weekly via the SportsFix platform (www.sportsfix.tv) in Malaysia, starting this weekend.

The Serie A TIM continues to enjoy a strong following in Malaysia, and fans will welcome the return of the live coverage of top teams including defending champion Juventus, AC Milan, Inter Milan, Roma, Lazio, Fiorentina and current league leader Napoli weekly on Sportsfix, as well as star players including Gonzalo Higuain, Paulo Dybala, Marek Hamsik, Mauro Icardi, Radja Nainggolan and Edin Dzeko.

"This is a significant step for us and shows our ambitions as a platform. It's a terrific League with big teams, fans and traditions. We are excited to bring Italian football back to the Malaysian fans," said Marcus Luer, Executive Chairman of SportsFix.

The Serie A TIM is now part of SportsFix's growing list of content offerings including K League Classic, Chinese Super League (CSL), Toyota Thai Premier League and LIGA 1 Indonesia. Earlier in August this year, SportsFix aired a host of "International Pre-Season" friendly matches that included Serie A TIM, Premier League, Bundesliga, and La Liga Santander teams.

Fans can look forward to the upcoming Serie A TIM fixtures (Malaysian time) on 19 November:

Nov 19: Roma vs Lazio (1am), Napoli vs AC Milan (3:45am), Sampdoria vs Juventus (10pm)

About Serie A TIM

Distributed in 211 territories and engaging millions of fans around the world, Serie A TIM is Italy's top professional league. More than 80 years of history and iconic rivalries continue to set the action on the pitch, with fabulous games between the best Italian football clubs, such as AC Milan, Inter, Juventus, Roma, Lazio and Napoli.

About SportsFix

SPORTSFIX is owned by SF Media Holdings Sdn Bhd, a subsidiary of TSA (Total Sports Asia), Asia's global leader in sports content. SPORTSFIX is ASEAN's first and only LIVE and VOD sports content OTT platform. SPORTSFIX is streaming popular local, regional and international sports content on its platform and works closely with Telcom operators across the region to deliver the content directly to millions of mobile devices. Anytime, anywhere, now everyone can watch their favorite sports. Check out www.sportsfix.tv

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