



INTERNATIONAL

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iflix to Grow Video Content Payment Options with Ascendon

CSG Provides Platform for Rising Content Provider to Grow New Revenues in Emerging Markets

ENGLEWOOD, Colo.--(BUSINESS WIRE)-- [CSG Systems International, Inc. \(NASDAQ: CSGS\)](#), the trusted global partner to launch and monetize [digital services](#), today announced that its Ascendon™ digital services platform will consolidate and manage a myriad of payment options for approximately three million consumers of [iflix](#), the world's leading subscription video-on-demand service for emerging markets.

iflix offers thousands of TV shows, movies and more from around the world which can be streamed or downloaded to multiple devices. To enable convenient payment options that are relevant and accessible to iflix customers, the company will tap Ascendon's Digital Services capabilities to create a centralized eWallet that consolidates all payment options, including credit card, PayPal, Google in-app purchasing, gift cards, vouchers and payments made through direct operator billing, which allows customers to pay for digital services by charging the transaction to their monthly mobile phone bill. Using Ascendon's aggregated biller framework, iflix can consolidate multiple integrations to multiple payment systems, centralizing processes and integrations into one efficient, cloud-based eWallet.

"We have created a world-class Internet TV product with a customer focused approach and aim of providing individual users with the best experience possible. This commitment includes giving customers convenient payment options to best suit their preferences," said Emmanuel Frenehard, chief technology officer, iflix. "As we continue to enter new markets around the world, Ascendon allows us to quickly make new, local market payment options available to consumers, as part of our mission to deliver the world's best content at a price that everyone can afford."

In addition to managing multiple payment methods, Ascendon will also manage the redemption process for gift cards and vouchers. When a consumer purchases an iflix gift card, Ascendon will allow the redeemer to spend or store the card amount in an iflix wallet, and manage their account to check for available balances and more.

"The possibilities to grow with new video services are virtually unlimited in the emerging markets where iflix is expanding. Ascendon will provide the platform that helps iflix scale and monetize the opportunity," said Kent Steffen, president of global OTT business at CSG International. "Ascendon will support three different facets of the iflix business model - consumer payments, charging relationships with a broad set of payment partners and subscription management, all from one cloud-based platform. This approach will streamline the iflix transaction processing model, allowing them to focus attention on their overall service and company growth."

iflix anticipates launching the robust eWallet capabilities of Ascendon in late Spring of 2017. Ascendon is a Software-as-a-Service (SaaS), cloud-based platform that enables providers to launch new digital services in just 60-90 days.

About CSG International

[CSG International](#) (NASDAQ: CSGS) is the trusted global partner to help clients launch and monetize communications and entertainment services in the digital age. Leveraging 30 years of experience and expertise in voice, video, data and content services, CSG delivers market-leading revenue management and customer interaction solutions in licensed and managed service models. The company drives business transformation initiatives for the majority of the top 100 global communications service providers, including AT&T, Charter Communications, Comcast, DISH, ESPN, Media-Saturn, Orange, Reliance, SingTel Optus, Telefonica, Telstra, Vodafone, Vivo and Verizon. For more information, visit our website at www.csqi.com.

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CSG International

Elise Brassell, +1 (303) 804-4962

Public Relations

Elise.brassell@csqi.com

or
Liz Bauer, +1 (303) 804-4065
Investor Relations
Liz.bauer@csgi.com

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