

20 September 2016

Telkom and ShowMax partner to provide zero-rated data for streaming content

Telkom and ShowMax today announced a partnership offering customers more value and convenience when managing their ShowMax subscription.

From 20 September, ShowMax subscribers are eligible to purchase bolt-on packages from Telkom which would effectively zero-rate the data consumed by the streaming service. Customers also have the option to add the R99 monthly ShowMax subscription charge directly to their Telkom bill. This means the ShowMax subscription and Telkom data bolt-on charges are both conveniently located in one place.

Last year, the launch of ShowMax made it possible for consumers to stream thousands of movies and TV shows whenever they want in their own homes.

ShowMax, which can be viewed across a wide range of devices including smart TVs, media players, computers, smartphones, tablets, and the DStv Explora, has the largest SVOD catalogue in Africa. With more than 25,000 episodes of TV series and movies adding up to around 15,000 hours of viewing, ShowMax's video collection draws from local content, as well as international favourites from almost all major studios.

Now, to make this process even more convenient, Telkom and ShowMax have partnered to manage the cost of the data consumed through streaming services.

"Subscription video on demand is changing how we watch TV. No ads, no waiting for a specific time for your show, just pick what you want and start and stop at will on your mobile device or TV. Watch entire seasons of shows like the Emmy Award record-breaker Game of Thrones back to back.

"It's great to be partnering with Telkom – we've now got the perfect combination of content and connectivity in one simple package," said ShowMax South Africa General Manager, John Kotsaftis.

The partnership is an ideal fit for the two businesses, as the cost of data is something that has deterred customers from embracing Subscription video on demand (SVOD).

"SVOD is the future of content and Telkom is committed to offering our customers the latest and greatest in technology," said Attila Vitai, CEO of Telkom Consumer. "Telkom customers can use our fast and reliable internet services like Boltspeed Fibre to watch world class content through low priced packages tailored to them."

"SVOD is the future of content and Telkom is committed to offering our customers the latest and greatest in technology," said Attila Vitai, CEO of Telkom Consumer. "Telkom customers can use our fast and reliable internet services like Boltspeed Fibre to watch world class content through low priced packages tailored to them."

Telkom customers using ShowMax can purchase an entertainment bolt-on package, depending on their current Telkom service. For R99 a month, in addition to a ShowMax subscription cost, customers on Fibre or DSL receive up to 100GB of data while LTE customers receive 10GB of data, to effectively zero-rate the data required to stream ShowMax. Telkom customers can also have their ShowMax subscription fee added to their Telkom bill to consolidate their spend in one easy package.

Telkom customers using ShowMax can purchase an entertainment bolt-on package, depending on their current Telkom service. For R99 a month, in addition to a ShowMax subscription cost, customers on Fibre or DSL receive up to 100GB of data while LTE customers receive 10GB of data, to effectively zero-rate the data required to stream ShowMax. Telkom customers can also have their ShowMax subscription fee added to their Telkom bill to consolidate their spend in one easy package.

For pricing information and to sign up for these products, visit <http://www.telkom.co.za/> To learn more about ShowMax or to sign up for a free seven-day trial, visit <http://www.showmax.com/>

For further enquiries, please contact:

Pynee Chetty Senior Specialist: Media Relations Group Communication Tel:+27 12 642 1716 Mobile: +27 81 389 7874 Email: chettpr2@telkom.co.za	OR	Leigh-Ann Francis Specialist: Media Relations Group Communication Tel: +27 12 642 1728 Mobile: +27 81 391 4780 Email: francilm@telkom.co.za
---	----	--

ABOUT TELKOM:

Telkom is a leading communications services provider in South Africa. We had consolidated operating revenue of R37.3 billion and normalised profit after tax of R4,052 million for the year ended 31 March 2016. Total assets amounted to R46.8 billion and equity attributable to the owners of Telkom to R26.1 billion as of 31 March 2016. The group generated normalised free cash flow of R3.9 billion for the year ended 31 March 2016.

As of 31 March 2016, we had approximately 3.2 million telephone access lines in service and 1,077,939 ports connected via MSAN access. We offer business, residential and payphone customers a wide range of services and products, including:

- fixed-line retail voice services using PSTN (Public Switched Telephone Network) lines, including ISDN (Integrated Services Digital Network) lines, and the sale of subscription based value-added voice services and calling plans;
- fixed-line customer premises equipment rental and sales services both voice and data needs and these include PABX, Computers, Routers, Modems, Telephone handsets and other ancillary equipment;
- interconnection services, including terminating and transiting traffic from South African mobile operators, as well as from international operators and transiting traffic from mobile to international destinations;
- fixed-line data services, including domestic and international data transmission services, such as point-to-point leased lines, ADSL (Asymmetrical Digital Subscriber Line) services, packet-based services, managed data networking services and internet access and related information technology services;
- Data Centre Operations includes e-commerce, application service provider, hosting, data storage, e-mail and security services;
- W-CDMA (Wideband Code Division Multiple Access), a 3G next generation network, including fixed voice services, data services and nomadic voice services;
- mobile communication services, including voice services, data services and handset sales through our mobile brand called Telkom Mobile;
- information and communication services including cloud services, infrastructure services, workspace services, global service integration management and hardware and network equipment sales locally, in seven African countries, the UK and Dubai through Business Connexion Group; and

- other services including directory services, through Trudon (Pty) Ltd, wireless data services, through Swiftnet (Pty) Ltd.
- Convergence is one of our key strategic initiatives in building a sustainable future for Telkom. We will lead the provision of converged services in South Africa in support of our mission statement: Seamlessly connecting people to a better life.