



27 May 2014

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

Dear sir/madam

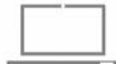
## Quickflix and Dick Smith Partnership

Quickflix Limited (ASX: QFX) has today announced a new marketing partnership with electronics retailer, Dick Smith. A press release is attached to this announcement.

Yours sincerely

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

Susan Hunter  
Company Secretary





27 May 2014

## Dick Smith and Quickflix combine to form an entertainment and technology dynamic duo

Quickflix the leading movie and TV streaming service is set to reach new audiences in Australia and New Zealand with the announcement today of a new marketing partnership with electronics retail giant, Dick Smith.

Launching today supported by media advertising as well as catalogue and in store promotion, customers of Dick Smith will be rewarded with a special Quickflix gift card entitling them to an introductory subscription to streaming and online DVD rental valued at \$47.50\* for in store purchases of \$100 or more. Dick Smith's Clever Dick support service will also assist Quickflix customers with selecting and connecting their devices making onboarding to Quickflix streaming even easier.

The partnership with Dick Smith is the latest in a series of new alliances that Quickflix is entering as part of its drive to introduce more and more customers to its entertainment service and support growth. Increasingly, Australian consumer brands are turning to new entertainment offerings like Quickflix streaming to engage and reward their customers.

Quickflix Founder and CEO Stephen Langsford said: "Dick Smith is the perfect partner brand for Quickflix; we provide the leading-edge entertainment, and Dick Smith provides the consumer devices including smart TVs, game consoles, computers, mobile and tablets to enjoy it on. Dick Smith's Clever Dick support service provides the technical help necessary for our customers to select and connect their devices to Quickflix streaming so they will assist in activation and after sales too".





Neil Merola, Dick Smith Director - Buying and Marketing, said teaming with Quickflix was an opportunity to further Dick Smith's strategy to ensure customers have access to more market firsts and competitive prices. He said: "Our customers are technologically savvy, and keen to experience technology in a way that suits them best. Partnering with Quickflix means more of our customers will be able to stream content whenever and wherever they like".

The streaming market in which Quickflix has established a lead is gaining acceptance amongst consumers and growing rapidly. Its service continues to grow at pace with more than 8 million movies and TV shows streamed to date and the volume streamed growing by more than 20 per cent per quarter. A subscriber to Quickflix streaming can register multiple devices to one account and watch up to three streams concurrently. The number of new devices registered to Quickflix increased by 25 per cent in the three months to 31 March 2014.

For more information about Quickflix visit <http://www.quickflix.com.au> or join the Facebook community at <https://www.facebook.com/quickflix>.

Customers can keep up-to-date with Dick Smith at [www.dicksmith.com.au](http://www.dicksmith.com.au) or via its Facebook page at <https://www.facebook.com/dicksmithaustralia>

\*For Australian customers.

-END-

For any enquiries, please contact:

Stephen Langsford

Chairman & CEO

Quickflix Limited

+61 8 9347 4944

[Stephen@quickflix.com.au](mailto:Stephen@quickflix.com.au)

Lewis Khan

PR

+61 423 665 628

[Lewis@rainmakercomms.com.au](mailto:Lewis@rainmakercomms.com.au)



**dick smith**

#### About Quickflix

Quickflix, ASX: QFX ([www.quickflix.com.au](http://www.quickflix.com.au)) is Australia's leading streaming company offering subscription to a selection of movies and TV shows for just \$9.99 per month over a wide range of smartTVs, games consoles, Blu-ray players, desktops, laptops, mobile, tablets and other devices. Premium content which includes recent seasons TV series and latest release movies is available through Quickflix for a few dollars extra. Quickflix also offers subscription to the largest range of DVD and Blu-ray movies and TV shows for as little as \$12.99 per month. In New Zealand Quickflix streaming is available at [www.quickflix.co.nz](http://www.quickflix.co.nz).

#### About Dick Smith

Dick Smith ASX: DSH ([www.dicksmith.com.au](http://www.dicksmith.com.au)) is a leading retailer of consumer electronics specializing in computers, mobility, accessories and entertainment. With 378 stores across Australia and New Zealand it is also the largest by store footprint. Its store network consists of, in Australia, 284 Dick Smith stores, 29 David Jones Electronics Powered by Dick Smith stores and three Move stores, and in New Zealand, 61 Dick Smith stores. To Australians and New Zealanders Dick Smith is one of the most iconic and trusted brands in the market.

