

## Major Milestone in B2B-Business: PANTAFLIX AG closes extensive agreement with leading trading partner Weltbild for cooperation in VoD-sector

**Munich, 24 February 2020.** PANTAFLIX AG (GSIN: [A12UPJ](#), ISIN: [DE000A12UPJ7](#)) has achieved a further milestone by entering the business customers market. Weltbild, one of the largest and most traditional multichannel bookselling companies, will launch its own video-on-demand (TVoD) offering as part of its digital innovation strategy, counting on cooperation with PANTAFLIX AG and its innovative platform technology. PANTAFLIX will act as a full-service provider and will be responsible for the technology, operation, customer support and supply of films and series.

PANTAFLIX AG thereby closes an agreement with a leading retail partner in the book and media sector and achieves additional monetization with its successful VoD technology. Nicolas Paalzow, CEO of PANTAFLIX AG: "The deal with Weltbild underpins the performance and stability of our platform technology developed over many years and our competence in the content business. For PANTAFLIX AG it is the kick-off for a series of pioneering B2B cooperations in 2020."

The business-to-business-to-consumer agreement (B2B2C) impressively demonstrates the high integrative power of the VoD platform. Fans of films and series appreciate the ongoing growing content offering and the access channels most suitable for them. For business customers from different user industries, the adoption of PANTAFLIX offers high added value in the digital expansion of their own business model and the development of new customer groups. At the same time, the range of services offered by the platform can be tailored precisely to their own requirements. From the way of accessing the platform as a browser or app solution, to numerous services and individualized content, business customers can flexibly put together their favourite solution and give it their own branding.

The agreement is directly related to the extended corporate strategy of positioning PANTAFLIX as an innovative business partner in a dynamically growing market.

### **About PANTAFLIX AG:**

PANTAFLIX AG (GSIN: [A12UPJ](#), ISIN: [DE000A12UPJ7](#)) is a media and technology company with a clear growth strategy. Through the efficient integration of all Group divisions, the company achieves a high degree of integration with regard to the production, distribution, exploitation and marketing of films and series as well as their rights. In addition to the classic film production business PANTALEON Films, the music label PantaSounds, the brand integration unit March & Friends and the creative agency Creative Cosmos 15 the cloud-based video-on-demand platform (VoD) PANTAFLIX is also part of the Group. The VoD-platform focusses on providing users with a tailor-made premium content offering via all relevant access channels.

PANTAFLIX AG cooperates with renowned partners such as Amazon, Disney, Netflix, StudioCanal, Warner Bros. and others. The Group is represented in Berlin, Cologne and Munich.

Further information is available at [www.pantaflixgroup.com](http://www.pantaflixgroup.com) and [www.pantaflix.com](http://www.pantaflix.com).

# PANTAFLIX

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