



Viu and AIS PLAY expand strategic collaboration to launch two new Viu Original productions



PCCW (SEHK:0008) – HONG KONG, May 22, 2020 – Viu, a leading pan-regional OTT video streaming service from PCCW Media Group with more than 41 million* monthly active users (MAU), extended its collaboration with AIS PLAY, the largest telecom provider in Thailand, to jointly launch two new Viu Original productions, *My Bubble Tea* and *Voice in the Rain*. The shows will air simultaneously in Viu's 16 markets.

Viu and AIS PLAY first partnered in 2017. The collaboration resulted in tremendous consumer adoption with subscribers of Viu service via AIS PLAY in 2019 having increased more than 3.6 times year-on-year. Closely following this success, AIS PLAY and Viu offered a new entertainment pack this March to bring premium Asian and South Korean content to AIS PLAY users, including JTBC's highly-rated TV series, *A World of Married Couple*, and Bong Joon-hoo's Oscar-winning feature film *Parasite*. Today, this strategic collaboration is further expanded into developing regional original content, including *My Bubble Tea* and *Voice in the Rain*. This marks the first time AIS PLAY has worked with a regional OTT player to develop original content to reach out to highly engaged digital audience base.

My Bubble Tea series is a romantic comedy based on a popular online fiction, which tells the story of a woman who falls for her handsome boss and concocts a supernatural bubble tea brew to win his love. Unfortunately, a man she despises accidentally drinks the tea and falls head over heels in love with her. The two male sides of this chaotic love triangle will be played by Nichkhun Horvejkul, a Thai American singer who is a member of the Korean boy band 2PM, and Mean Phiravich who is extremely popular with Thailand's Gen Z and Millennial audiences. The series will include Arabic, English, Bahasa Indonesia, Bahasa Melayu, Burmese, Simplified Chinese and Traditional Chinese subtitles on an as-available basis.

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The story of *Voice in the Rain* will be announced shortly.

Ms. Helen Sou, Chief Business Officer of Viu, said, “We are pleased with our long standing partnership with AIS and thankful for our shared vision and commitment to consumers. Both parties together have entertained millions of consumers in Thailand, and share a massive, engaged digital user base. We are excited to leverage our assets in innovative ways and expand this relationship further into the world of creative content development and production. It is a first of its kind for AIS and we appreciate the trust and confidence AIS has placed in us and our creative teams. We look forward to bringing innovative and entertaining shows to audiences in Thailand and pan-regionally via this collaboration.”

Mr. Alistair David Johnston, Managing Director – New Business of AIS, said, “AIS PLAY is the leading streaming service provider offering distinctive and attractive entertainment services to Thais nationwide. We have curated quality contents, including movies, series, concerts, eSports, cartoons and variety shows from all over the world and Viu is an important partner and an active part of our business success. With these new shows, our collaborative relationship with Viu will continue as we deliver content bundles, events, and original productions that further engage, delight, and grow our viewers. In this challenging time, providing people with the power to escape and happily distracted is a blessing.”

Viu’ers can watch the romantic series on the Viu app which can be downloaded for free on App Store, Google Play, and selected smart TVs, as well as on the web at www.viu.com. The shows will also be available on all AIS PLAY channels including AIS PLAY app, AIS PLAYBOX, on the web at <https://aisplay.ais.co.th/> and Apple TV.

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To view / download images of the program, please visit <https://bit.ly/3dSFL1A>.

**as of the end of 2019.*

About Viu

Viu is a leading pan-regional over-the-top (OTT) video streaming service operated by PCCW Media Group. It is available in 16 markets including: Hong Kong, Singapore, Malaysia, Indonesia, the Philippines, Thailand and Myanmar in Asia; Bahrain, Egypt, Jordan, Kuwait, Oman, Qatar, Saudi Arabia and the UAE in the Middle East; as well as South Africa.

Operating with both an ad-supported tier and a premium subscription tier, Viu delivers

premium content in different genres from top content providers with local and regional languages and subtitles, as well as original production series under the “Viu Original” initiative.

Viu offers users popular and current content with streaming and download features, and localized user interfaces. With the patented Dynamic Adaptive Transcoding technology, Viu can provide the best viewing experience regardless of device or network conditions.

The service can be accessed via Viu app (available for free on App Store and Google Play) on connected devices, e.g. smartphones and tablets, selected smart TVs, as well as on web by logging into www.viu.com.

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About PCCW Media

PCCW Media Group is a leading, fully integrated multimedia and entertainment company headquartered in Hong Kong.

PCCW Media operates the leading pay-TV service in Hong Kong under the Now TV brand offering more than 160 linear channels and an extensive on demand library of local, Asian and international programming. Premium content can also be accessed by subscribers via the Now Player companion app. It is also a leading producer of Chinese language news, financial news and sports programming, in addition to Asian infotainment content which complements its wide portfolio of licensed movie and international television content. Now TV also offers its content via Now E, a subscription OTT (over-the-top) service with international and Asian dramas, movies and world-class sports events, which is designed to meet the needs of millennial viewers. In addition, PCCW Media operates popular digital music streaming service MOOV in Hong Kong.

PCCW Media Group also provides a leading pan-regional OTT video service under the Viu brand with over 40 million users in 16 markets including countries in Southeast Asia and the Middle East, as well as South Africa. The Viu service is available to consumers through a dual model with an ad-supported free tier and a premium subscription tier. Viu offers fresh premium TV series, movies and lifestyle programming in local and regional languages and subtitles in different genres from top content providers, as well as premium original productions under the brand "Viu Original". The service can be accessed via app, selected smart TVs and online.

About PCCW Limited

PCCW Limited (SEHK: 0008) is a global company headquartered in Hong Kong which holds interests in telecommunications, media, IT solutions, property development and investment, and other businesses.

The Company holds a majority interest in the HKT Trust and HKT Limited, Hong Kong's premier telecommunications service provider and leading operator in fixed-line, broadband and mobile communication services. HKT meets the needs of the Hong Kong public and local and international businesses with a wide range of services including local telephony, local data and broadband, international telecommunications, mobile, and other telecommunications businesses such as customer premises equipment sale, outsourcing, consulting, and contact centers.

PCCW also owns a fully integrated multimedia and entertainment group in Hong Kong, PCCW Media. PCCW Media operates the largest local pay-TV operation, Now TV, and is engaged in the provision of over-the-top (OTT) video service under the Viu brand in Hong Kong and other places in the region.

Through HK Television Entertainment Company Limited, PCCW also operates a domestic free television service in Hong Kong.

Also, wholly-owned by the Group, PCCW Solutions is a leading information technology outsourcing and business process outsourcing provider in Hong Kong and mainland China.

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In addition, PCCW holds a majority interest in Pacific Century Premium Developments Limited, and other overseas investments. To learn more about PCCW, please visit www.pccw.com.

About AIS PLAY

AIS PLAY, a Streaming Service Provider with full entertainment in Thailand and the strength of different and attractive content for Thais nationwide by selecting entertainment from around the world, including movies, series, concerts, eSports, cartoons, variety, to provide for Thais to watch via all channels which are AIS PLAY application, AIS PLAYBOX box, website <https://aisplay.ais.co.th>, and APPLE TV, and able to watch on all networks. AIS PLAY is a video streaming service under the operation of Advanced Info Service Public Company Limited or AIS, the no. 1 leader in Digital Life Service Provider, which has the most spectrum for service, total 1450 MHz, and has the most amount of users over 42 million subscribers (as of December 2019). AIS is ready to drive Thailand with innovation from 5G technology by 3 businesses such as Mobile phone service, High-speed internet service under the brand of AIS Fibre, and digital services in 5 domains, including video, cloud, digital payment, Internet of Things (IoT), and services with partners to support the strength of the digital infrastructure of the country, including increasing the capacity of the industrial sector and improving the quality of life for Thais at the same time.

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Jointly issued by PCCW Limited and AIS PLAY.