

Viu set to launch highly anticipated Viu Original *Hong Cheon Gi*, starring Kim Yoo Jung, Ahn Hyo Seop and Gong Myung

Other exciting Viu Original series from Thailand, Malaysia, Indonesia, the Philippines and South Africa will also be making their way to Viu-ers!



PCCW (SEHK:0008) – HONG KONG/SINGAPORE, April 29, 2021 – Viu, PCCW's leading pan-regional OTT video streaming service, unveils its upcoming slew of original content, as it continuously brings fresh and engaging premium Asian entertainment to Viu-ers all year-round.

Right after announcing the second Korean Viu Original *Doom at your Service*, Viu is releasing another piece of good news on its next Viu Original from Korea, *Hong Cheon Gi*, a romantic fantasy period drama set to premiere exclusively on the OTT platform in the third quarter. Based on a novel of the same name, it tells the story of *Hong Cheon Gi* (Kim Yoo Jung), an artist with extraordinary aesthetic insight and skills who became the first female painter of the Dohwaseo (Korean Royal Academy of Painting). During her stay in the palace, she gets embroiled in a love triangle with Ha Ram (Ahn Hyo Seop), an officer well-versed in astronomy and meteorology who lost his sight in a childhood accident, and the Grand Prince Anpyeong (Gong Myung) who is an arts enthusiast.

The series features Kim Yoo Jung, a young and popular actress well known among K-drama fans for her numerous critically acclaimed period dramas. After her acting debut in 2003, Kim became one of the best-known child actresses in Korea. Since then, she has transitioned into teen roles and gained fame for starring in the historical-fantasy drama *The Moon Embracing the Sun* (2012), before landing her first leading role in hit drama *Love in the Moonlight* (2016).

Playing the lead role Ha Ram, Ahn Hyo Seop has gained recognition in recent years with his outstanding performance in *Still 17* (2018), *Abyss* (2019), and *Dr. Romantic 2* (2020). As for Gong Myung, he debuted in 2013 to star in various films before making his way to the small screen and took on leading roles in *The Bride of Habaek* (2017), *Feel Good To Die* (2018), and *Be Melodramatic* (2019).

Besides Korean series, Viu has always been focusing on bringing audience local entertainment from all over Asia. Award-winning Malaysian Viu Original, *Black*, is back with a bigger and more thrilling second season in May. With season 1 clinching the Asian Academy Creative Awards for Best Cinematography and Best VFX in 2020, *Black* will return with its original star-studded cast and new blood added to the mix, promising a darker and grittier plot.

In addition, Viu is pleased to introduce *UBettina Wethu*, a South African adaptation of hit international comedy drama *Ugly Betty* and the first-ever South African Viu Original, to its audience in Asia. *UBettina Wethu* is about a smart and charming young woman from rural Hammanskraal who is determined to do whatever it takes to fulfil her ultimate dream of being in the fashion publishing business.

Upcoming in the pipeline and still in production includes three new increasingly popular Thai drama series *Wannabe*, *My Coach* and *Agent Ghost*. *Wannabe* is a story about a group of millennials from different walks of life that cross paths. Each with their own stories and life desires, this hip-hop melodrama stars Chanon Santinatornkul (aka “Nonkul”) who shot to fame with his leading role in the blockbuster hit *Bad Genius*, hip-hop artist Supakit Thinjun, and multi-talented Marina Balenciaga. *My Coach* is a sports romance drama about a beautiful football coach who finds herself caught between two men as she embarks on a self-discovery journey. *Agent Ghost* is an action drama following the journey of a detective who joins the National Occult and Belief Division (NOBD) to catch the cult leader of the Eternal Bliss Society responsible for her family’s death.

Starring well-known Indonesian singers Bio One, Marsha Aruan and Dinda Kirana, *Write me a Love Song* is an upcoming romantic comedy about a struggling singer/songwriter in his pursuit for love. Realizing that he needs to understand the meaning of love to write a successful love song, Kun (Bio One) tries to develop relationships with the women in his life where he experiences both love and heartbreak.

Also with the same theme on music, Viu is pleased to share its first ever Philippines Original *Still*. Starring Asia’s pop diva Julie Anne San Jose, theater princess Gab Pangilinan and Asia’s romantic balladeer Christian Bautista, *Still* tells the story of estranged friends Sab and Laura as they find themselves stranded together in “Balay” during the lockdown. As they struggle to overcome the uncertainties during their time in isolation, Sab and Laura rally the support of other young creative talents to use their voices to inspire and motivate many others who face similar situations in this “new normal”.

Ms. Virginia Lim, Chief Content Officer, Viu, said, “We continue to sharpen our focus on delivering the best of premium Asian entertainment with increased efforts to drive original local content. Besides offering the widest selection of fresh Korean content, we are also investing heavily in original content so that our Viu-ers can get to watch the most highly anticipated Korean dramas first and exclusively on our platform as well as locally relevant Viu Original series produced out of some of our key markets like Thailand, Malaysia and Indonesia. With our first Korean Viu Original *River where the Moon Rises* garnering great support from our viewers, we continue the momentum by locking in star studded A-grade dramas such as *Doom At Your Service* in May, *Hong Cheon Gi* in the third quarter and more in the time to come.”

Be sure to catch these new titles and Viu’s extensive library of other blockbusters, first-on-Viu and exclusive titles 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.

To view / download available images, please visit <https://bit.ly/3xvUQRh>.

About Viu

Viu, PCCW's leading pan-regional over-the-top (OTT) video streaming service, is available in 16 markets across Asia, the Middle East and South Africa with 45 million monthly active users (MAU) as of December 2020.

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".

Viu also offers users streaming and download features, and localized user interfaces across a myriad of connected devices. 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, select smart TVs, as well as on the web by logging into www.viu.com.

In addition, Viu International Limited, through its subsidiary Moov (Hong Kong) Limited, also operates MOOV, a popular digital music streaming and live music concerts service in Hong Kong.

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 stake in the HKT Trust and HKT Limited, Hong Kong's premier telecommunications service provider and leading operator of fixed-line, broadband, mobile communication and media entertainment services. HKT delivers end-to-end integrated solutions employing emerging technologies to assist enterprises in transforming their businesses. HKT has also built a digital ecosystem integrating its loyalty program, e-commerce, travel, insurance, FinTech and HealthTech services to deepen its relationship with customers.

PCCW owns a fully integrated multimedia and entertainment group in Hong Kong engaged in the provision of OTT video service locally and in other places in the region.

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

Also wholly-owned by the Group, PCCW Solutions is a leading IT and business process outsourcing provider in Hong Kong, mainland China and Southeast Asia. In addition, PCCW holds a stake in Pacific Century Premium Developments Limited and other overseas investments.

To learn more about PCCW, please visit www.pccw.com.

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