



Viu announces the extension of Viu Pitching Forum to Thailand



PCCW (SEHK:008) – HONG KONG / BANGKOK, THAILAND, April 30, 2021 – Viu, PCCW's leading pan-regional OTT video streaming service, today announced the expansion of Viu Pitching Forum to Thailand. Viu Pitching Forum empowers and facilitates creative development in major markets across the region. The winner will see his or her story brought to life as a Viu Original production, aired across 16 markets globally.

First launched by Viu in Indonesia in 2016 and expanded to Malaysia in 2020, Viu Pitching Forum is an innovative program which aims to equip, facilitate and create opportunities for scriptwriter to hone one's craft and further develop the story. Through the Viu Pitching Forum, Viu provides a global platform to support local Thai storytellers in creating premium content.

Participants can send a one-page synopsis of their film/series idea for consideration. Top Thai award winning directors from the Thai Film Director Association, including Chayanop Boonprakob (*Friend Zone*), Nattawut Poonpiriya (*One for the Road, Bad Genius*), Rutaiwan Wongsirasawad (*Wai Onlawon 4: Tum + Oh Return, In Family We Trust*), and Tanwarin Sukkhapisit (*Pump Namman, Don't Sleep My Hero*) will select a winner from 10 to 15 finalists. The pitching will begin on April 28, 2021 and the winner will receive 100,000 Thai Baht as a prize.

Mr. Chalermchatri Yukol, Program Director of Viu Thailand, said, "Viu Original series produced by Viu Thailand have been some of the most popular content among Viu-ers in the past year. We are proud to provide a platform to elevate local Thai talent and showcase their works as a Viu Original production across 16 markets. The Viu Pitching Forum has been wildly successful in Indonesia and Malaysia and we are excited to expand the program to Thailand."

To learn more about Viu Pitching Forum, visit www.viu.com or download the Viu app on Google Play, App Store, and selected smart TVs.

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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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