



Now TV introduces Now Baogu Superstars, Outdoor Channel, Travel Channel and HGTV to its top-notch lineup starting September 1

HKT (SEHK:6823) – HONG KONG, August 30, 2021 – Now TV is enhancing its content lineup with the introduction of Now Baogu Superstars, Outdoor Channel, Travel Channel and HGTV. The new channels cover local and Chinese production, outdoor adventure, travel documentaries and lifestyle programs and will be available from September 1.

Now Baogu Superstars will be added to the Chinese Movies Pack and Outdoor Channel to the Knowledge Pack. The Western Entertainment Pack will see the addition of Discovery's Travel Channel and HGTV, with HGTV offering on-demand service for viewers to watch its exciting programs anytime. These channels will be made available to subscribers of the corresponding packs at no extra charge to their current subscription fee.

Now Baogu Superstars (Now TV CH.138)

Now Baogu Superstars will be added under the Now Baogu family to the Chinese Movies Pack, offering viewers some of the most favorite Chinese and Hong Kong movies of all time from the 70s, 80s and 90s.

Outdoor Channel (Now TV CH.221)

Outdoor Channel is all about real-life adventures. The channel is loaded with a combination of first-run action, adventure, lifestyle, entertainment and wildlife programming, featuring top TV personalities.

Travel Channel (Now TV CH.528)

Travel Channel uniquely showcases the adventures of the bold, the daring and the spontaneous - those adventurers who embrace the thrill of the unexpected and those risk-takers who are not afraid of the unknown.

HGTV (Now TV CH.529)

HGTV delivers the superstar experts, fascinating families, compelling renovations and stunning home and garden transformations that make it the go-to destination for entertaining, relatable and inspirational home and lifestyle content. Top-rated programs about property, hybrid construction, design and extreme spaces entertain and inspire viewers with fresh ideas and authentic stories on how to find their own dream home. Programs of HGTV are also available on demand, allowing customers to enjoy the best from the channel on TV anytime they want.

Mr. Derek Choi, Head of Pay TV, HKT, said, "Bringing customers exciting and quality entertainment is always the goal of Now TV. Outdoor Channel, Travel Channel and HGTV are international big names operating in different regions of the world, with programs covering themes relevant to different countries. Now Baogu Superstars mainly targets our local audience. It pays tribute to Hong Kong and Chinese films, with stories more relevant to local Hong Kongers. Our team will continue the search for the best content from around the globe for viewers' enjoyment."

To view / download available images, please visit:

<https://drive.google.com/drive/folders/1N52057Ev25sAfnl-fysvuKeZIJ1KFbjG?usp=sharing>.

About Now TV

Now TV is the leading Pay TV service in Hong Kong and the media entertainment arm of HKT, Hong Kong's premier telecommunications service provider and a leading innovator.

Since its launch in 2003, Now TV has been offering top-notch live sporting events and world-class entertainment programs, delighting viewers with movies and TV series they love and keeping customers informed with quality news and documentaries. From Asian to Western, local to international, STEM for kids to infotainment, Now TV has something for everyone. Customers can access Now TV's premium content on demand and through linear TV channels as well as the companion apps "Now Player", "Now Sports" and "Now Player Junior".

Now TV Official Website: www.nowtv.now.com

Now TV Official Facebook Page: www.facebook.com/NowTV.hongkong

About HKT

HKT (SEHK: 6823) HKT Hong Kong's premier telecommunications service provider and a leading innovator. Its fixed-line, broadband, mobile communication and media entertainment services offer a unique quadruple-play experience. 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, media entertainment, enterprise solutions and other telecommunications businesses such as customer premises equipment sales, outsourcing, consulting and contact centers.

HKT is the first local mobile operator to launch a true 5G network with differentiated value-added services. Backed by its substantial holding of 5G spectrum across all bands and a robust and extensive fiber backhaul infrastructure, HKT is committed to providing comprehensive 5G network coverage across the city.

HKT delivers end-to-end integrated solutions employing emerging technologies such as 5G, cloud computing, Internet of Things (IoT) and artificial intelligence (AI) to accelerate the digital transformation of enterprises and contribute to Hong Kong's development into a smart city.

Riding on its massive loyal customer base, HKT has also built a digital ecosystem integrating its loyalty program, e-commerce, travel, insurance, FinTech and HealthTech services. The ecosystem deepens HKT's relationship with its customers thereby enhancing customer retention and engagement.

For more information, please visit www.hkt.com.

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