



Viu closes 2021 with a strong performance in and behind the screen

New Viu Original and exclusive titles ranging from Korean, Indonesian, Filipino and Thai dramas to Japanese anime have kept Viu-ers glued to screen and entertained as 2021 ends

PCCW (SEHK:0008) – HONG KONG/SINGAPORE, December 17, 2021 - Viu, PCCW's leading pan-regional OTT video streaming service, presents an exciting and diverse Asian content slate for Q4 2021, bringing the best of Asian entertainment to Asia audiences. According to the latest Media Partners Asia (MPA)'s AMPD Research report released in November 2021*, Viu continues to be No.1 in terms of the number of Monthly Average Users (MAU) in Southeast Asia. Viu also ranked second in both paid subscribers and streaming minutes amongst significant video streaming platforms in Southeast Asia in Q3 2021. Strong performances on the platform by Viu Original, *Now, We're Breaking Up* starring A-list Korean actress Song Hye-Kyo, across Southeast Asia has seen the blockbuster become the most-watched series in its first four weeks in Thailand, Indonesia, the Philippines, Malaysia and Hong Kong.

Ms. Janice Lee, Viu CEO and PCCW Media Group Managing Director, said, "The Q3 results from the AMPD Research report are a clear indication of our consistent performance in the market, with Viu ranked Number One for the eighth consecutive quarter to date in MAU. We continue to respond to the online audience by expanding our content set. Apart from reinforcing our commitment to the local markets to bring the best of Asian and local content to them, we have strived to expand our Viu Original offerings and will continue to do so even more with our exclusive content line-up to be unveiled for 2022."

In line with its increasing focus on Viu Original series, two new musicals have been released this November in Indonesia and the Philippines. *Write Me a Love Song* is a romantic comedy starring well-known Indonesian singers Bio-One, Marsha Aruan, and Dinda Kirana. It is helmed by award-winning Indonesian filmmaker Emil Heradi who also directed Viu's most successful original production, *Pretty Little Liars*. Viu's first Filipino original musical drama, *Still*, centers on the powerful and poignant relationships among young aspiring artists who were caught in a lockdown while in a music camp. Created by Pat Valera, two-time Palanca Award (regarded as the Philippines' highest literary honor) winner and playwright-director of popular Filipino musicals, *Mula Sa Buwan* and *Dekada '70*, the show features world-class Filipino talents from pop music and theatre such as Julie Anne San Jose and Christian Bautista.

The much-awaited drama *One Ordinary Day* premiered in November and joined the platform's slate of quality anticipated Korean dramas. It boasts some of South Korea's top actors, including Kim Soo-Hyun, who last starred in the hit K-drama *It's Okay to Not Be Okay*, veteran actor Cha Seoung-won, and *Less Than Evil* actress Lee Seol.

Viu will end the year with a slew of exclusive content such as Korean series *Moonshine*. Sparks are expected to fly between the two leads played by popular actor Yoo Seung-ho (*Memorist*) and K-idol-turned-actress, Hyeri, best known for her roles in *Reply 1988* and *My Roommate is a Gumiho*.

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Be sure to catch these new titles and Viu's extensive library of fan favourites, 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.

**Source: "Southeast Asia Online Video Consumer Insights & Analytics" published by Media Partners Asia (MPA). Amongst major video streaming platforms in Southeast Asia (Indonesia, Malaysia, the Philippines, Singapore, and Thailand).*

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 49.4 million monthly active users (MAU) as of June 2021.

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.

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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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