



Viu hits 45 million MAU and 5.3 million paid subscribers Ranks No.1 for number of users in Southeast Asia according to MPA

*Viu to showcase 10 new Korean dramas in February and March
Appealing premium content and award-winning Viu Original productions drive engagement*

PCCW (SEHK:0008) – HONG KONG, February 9, 2021 – Viu, PCCW's leading pan-regional OTT video streaming service, is pleased to announce key milestones today. In addition to achieving 45 million MAU (monthly active users)* and 5.3 million paid subscribers*, Viu is No.1 in terms of number of users and ranked second in both paid subscribers and streaming minutes amongst major video streaming platforms in Southeast Asia, according to the latest Media Partners Asia (MPA) AMPD report**.

Paid subscribers grew 47 percent year-on-year in 2020. Viu has seen high growth in monetization with overall revenue up 30% with subscription revenue as the key driver which increased by 62 percent year-on-year. Viu also beat the Greater Southeast Asia (GSEA) OTT video market growth rate with 63% revenue growth as compared to the overall GSEA market revenue growth of 17% per MPA***.

Leadership in Asian original content

Viu's engagement and overall growth is supported by its strong content lineup with premium content from Asia and award-winning original productions such as *Pretty Little Liars*, *My Bubble Tea* and *The Bridge Season 2*.

Viu is seen as the hub of Asian content, in particular for Korean content including recent sought-after and first on Viu titles such as *Mr. Queen* and *True Beauty*, which are the top two ranking titles on Viu in Southeast Asia currently. Other notable titles that performed exceptionally well include *The Penthouse*, *Alice*, *Tale of the Nine Tailed* and *Lie After Lie*.

In addition to the outstanding track record of Korean content, Viu Original series continues to engage Viu-ers and tops the ranking charts, demonstrating that Viu's original content performs as well as licensed pan-regional hits do.

Viu Original productions have earned industry accolades recently with titles earning a total of 33 awards at the 2020 Asian Academy Creative Awards, including Best Drama Series, Best Actress in a Leading Role, Best Cinematography, Best Direction (Fiction) and Best Sound for *Pretty Little Liars* in Indonesia. *My Bubble Tea* took home Best Actor in a Supporting Role, Best Original Program and Best Theme Song for Thailand and *The Bridge Season 2* won Best Actor in a Leading Role, Best Actress in a Leading Role and Best Adaptation of an Existing Format for Malaysia. *Pretty Little Liars* also won Best TV Format Adaptation in Asia at the 2020 ContentAsia Awards.

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Ms. Janice Lee, Chief Executive Officer of Viu and Managing Director of PCCW Media Group, said, “Our learnings from the engagement and interactions with our Viu-ers across our 16 markets have been tremendous and have helped us continually improve our service. We are grateful for our Viu-ers’ support and are excited to bring even more of the best content to them in 2021.”

New Korean content coming in February and March

Viu has planned more than 10 exciting Korean drama series for February and March, including *River Where the Moon Rises*, *The Penthouse 2*, *Times*, *Mouse*, *L.U.C.A: The Beginning*, *Dear. M*, *Great Real Estate*, *Summer Guys*, *Love Scene Number* and *Breakup Probation*, *A Week*. Be sure to tune in!

Viu-ers can watch these series and movies 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.

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* As of December 2020.

** Source: AMPD Research of Media Partners Asia (MPA), July-September 2020. Amongst major video streaming platforms including iflix, iQiyi, Line TV, Netflix, TrueID, Vidio, WeTV, excluding YouTube, in Southeast Asia (Indonesia, Thailand, Singapore, the Philippines)

*** Source: MPA Asia Pacific Online Video & Broadband Distribution 2021.

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 operates MOOV, a popular digital music streaming and live music concerts service in Hong Kong.

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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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