



Viu bolsters Asian content through volume deals with Huace Film & TV and Huace Croton Media

Over 67 exciting Chinese dramas not to be missed and also catch Korean blockbusters as well as the biggest anime movie of the year - *Demon Slayer: Kimetsu no Yaiba: The Movie: Mugen Train*



PCCW (SEHK:0008) – HONG KONG/SINGAPORE, July 14, 2021 – Viu, PCCW’s leading pan-regional OTT video streaming service, continues to expand its offerings to bring fresh and engaging premium Asian entertainment through its volume deals with China’s largest TV and film media companies – Huace Film & TV and Huace Croton Media.

Being the first OTT player to bring Korean entertainment content across the region, Viu takes pride in being the one-stop service for viewers to access one of the largest volume and widest selection of Korean content titles. With a growing demand for other types of Asian content such as Chinese dramas (C-dramas), Viu-ers in seven markets including Hong Kong, Singapore, Malaysia, Indonesia can now enjoy over 2,000 hours of Chinese content that is now available to them with these volume deals.

As part of the partnerships, more than 30 C-dramas including highly raved titles such as *Eternal Love of Dream* – one of the most-watched dramas on Viu, *A Love So Beautiful*, *My Amazing Boyfriend 2* and *The Brightest Star in the Sky* were released late last year. More award-winning and star-studded popular hits such as *Eternal Love*, *The Princess Wei Young*, *Love O2O*, *Love and Destiny* will also be released from July onwards.

Ms. Virginia Lim, Chief Content Officer of Viu, said, “We continue to offer the best and most relevant content to our viewers. Besides having one of the widest selections of fresh Korean content, Viu also takes a leadership role in offering a diverse array of content through our various partnerships with leading production companies. By expanding and evolving our content proposition to meet the needs of today’s audience, Viu remains the go-to platform for premium Asian entertainment content in the region.”

In addition, Viu is pleased to offer our Viu-ers the highly anticipated *Demon Slayer: Kimetsu no Yaiba: The Movie: Mugen Train*, *The Penthouse 3* and *Voice 4!* Based on one of the best-selling manga series of all time with more than 150 million copies in circulation, *Demon Slayer: Kimetsu no Yaiba: The Movie: Mugen Train* continues the story from its critically acclaimed anime series *Demon Slayer: Kimetsu no Yaiba*. Clinching numerous accolades including Anime of the Year: Grand Prize at the Tokyo Anime Awards Festival 2020, the anime series has sparked a viewing frenzy since its premiere and became one of the top-viewed anime titles on Viu across the Asian markets.

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First-on-Viu and back for a third season, Korean melodrama *The Penthouse 3* follows the journey of three moms, fueled by greed and desire, to elevate their lives. Su Ryeon will do anything to exact revenge on the adults that wrecked her child's life. Seo Jin has cultivated a successful career as a classical singer but her daughter seems to lack her talent. Yoon Hee refuses to live a life of poverty and tries everything she can to move into the Penthouse with her daughter. Due to the immense popularity of the first and second season, be sure to catch the third season, starring Lee Ji Ah, Kim So Yeon, Eugene, Uhm Ki Joon, Shim Eun Kyung and Bong Tae Gyu.

Hit K-drama *Voice* follows the lives of emergency call center employees who attempt to fight crime using the limited information they get from the urgent calls received. Reprising her role as the gifted voice profiler Kang Kwon Joo, Lee Ha Na teams up with Song Seung Heon who plays the new character Derek Jo, a unit leader at the LAPD who winds up collaborating with the Golden Time Team. As a tough perfectionist who refuses to accept even the smallest mistake, Derek Jo will be a force to be reckoned with in Season 4.

Catch these new titles as well as 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/2T8fPdA>.

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.

For further information, please contact:

Ivan Ho
PCCW
Tel: +852 2883 8747
Email: ivan.wy.ho@pccw.com

Danielle Loh
Ninemer Communications
Tel: +65 9176 7502
Email: danielleloh@ninemer.com

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