



**Viu Thailand announces new collaborations with Channel 3 and Amarin TV
Together with GMMTV and CHANGE2561 bringing more top-notch
Thai entertainment for Viu-ers across Asia**



PCCW (SEHK: 0008) – HONG KONG / THAILAND, June 1, 2021 – Viu, PCCW’s leading pan-regional OTT video streaming service, joins hands with leading Thailand entertainment players, Channel 3 and Amarin TV, to serve up highly-anticipated Thai contents to Viu-ers across Asia including Hong Kong, Indonesia, Malaysia, Myanmar, Singapore, and the Philippines.

Adding to Viu’s existing content partnerships with GMMTV and CHANGE2561, Viu continues to collaborate with leading content providers to grow its ecosystem, bringing exceptional Thai contents and talents to the regional spotlight. Asian Viu-ers can enjoy their favorite Thai shows, from melodramas, intense dramas, romantic comedies, variety shows, and many more on Viu.

Thai Viu-ers can enjoy four top dramas from Channel 3, exclusively within two hours after the initial broadcast, including the first exclusive romantic comedy series, *Prasanna* (May 2021), which was filmed in South Korea, starring Pon-Nawasch Phupantachsee and Bua-Nalinthip Sakulongumpai, and other series to come. Over 600 hours of dramas from Channel 3 will also be available for Viu-ers to watch at their leisure.

Furthermore, the new collaboration will make Viu the first OTT video streaming platform to offer Amarin TV’s simulcast content. Viu-ers can enjoy popular series such as *The Folly of Human Ambition*, *Cheating Spouse*, and more, all with a 30-day exclusive head-start*.

The strong partnership with GMMTV has entertained Viu-ers with a myriad of contents, including upcoming series *Irresistible*, *The Player*, *The War of Flowers*, and many more which will be exclusively available to Viu-ers in selected markets** Viu operates in.

This year marks the second year of Viu’s collaboration with CHANGE2561. The collaboration has enabled Viu-ers*** to exclusively watch highly-rated TV programs from CHANGE2561, such as *Club Friday Show* and *Club Friday The Series*, along with a 30-day exclusive head-start before other platforms. The latest addition includes the highly-acclaimed *Club Friday The Series: Pain Adulterer Three* with 1.572 ratings in Thailand.

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Ms. Virginia Lim, Chief Content Officer, Viu, said, "The collaborations with Channel 3, Amarin TV, GMMTV, and CHANGE2561 have shown our persistent effort to drive local contents to the regional platform, expanding their reach to our highly-engaged audiences across Asian markets. We are thankful for the support from our partners in bringing exclusive contents to our audiences."

Viu-ers can enjoy top-performing series and entertainment on the Viu app which can be downloaded for free on the App Store, Google Play, and selected smart TVs, as well as on the web at www.viu.com.

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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.

About Channel 3

BEC World Public Company Limited, Thailand's leading content and entertainment platform, with the mission to become a forward-thinking and lean organization, leveraging CH3 creative DNA to deliver fresh and engaging contents for today's audiences, and using technology to innovate effective media platforms across all screens, throughout Thailand and overseas.

About Amarin TV

Amarin TV is a digital television station presented in high definition (HD TV) operated by Amarin Television Company Limited under the channel name "Amarin TV HD 34". Amarin TV broadcasts news programs, entertainment programs and general knowledge programs to nationwide audiences 24 hours a day. Amarin TV is listed in number 6 most popular TV channels in Thailand. With a variety of programs such as "Tub Toh Khao", which currently ranked in number 2 most-watched evening news among digital TV channels with a distinctive style of news presentation by well-known announcers Phutphawan and Jitti Sridee under the program concept "Dare to speak the truth that no one else does". Another quality programs are dramas produced by Change 2561, Thailand's leading drama production company. The dramas are broadcasted from 2019 until the present e.g. The Husbands, The Shoes, The Seawave, Her Desire, Parenting and The Folly of Human Ambition. Amarin TV commitment is to deliver higher quality programs in various genres e.g. gameshows, sports, food varieties, lifestyle varieties, factual entertainment and etc. in order to respond nationwide audiences as well as create meaningful and measurable impact for our clients and business partners.

About GMMTV

GMMTV is a content producer for a wide range of entertainment including series and variety programs for airing on television stations as well as online platforms.

Additionally, GMMTV also provides a variety of services such as organizing concerts and events; managing approximately 100 talents including actors, actresses, singers, and MCs; providing one-stop service for product advertising and marketing activities; producing and distributing official merchandise related to the contents and artists under the company.

About CHANGE2561

CHANGE2561 is a content creator company, offering a new perspective of thinking and attitude for a better world. The company provides a wide variety of contents across all platforms to reach potential target audiences. We are able to respond to all lifestyles without limits, guaranteed with awards of quality work in many fields. With more than 20 years of experience under the branding of Club Friday, Chod, and Aoy, leading to being acceptable across all sectors from producing series, dramas, and quality programs through our perspective. CHANGE2561 presents dramas with a blend of real-life love stories that audiences can relate to, from our expertise in producing series and romantic dramas, we aim to offer lessons and perspectives to emphasize that changing points of view can impact the way you think.

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Jointly issued by PCCW Limited, Channel 3, Amarin TV, GMMTV and CHANGE2561.