

Viu deepens partnership with Thai record label Boxx Music to launch *Close Friend* project, featuring 12 young rising stars from Thailand
With original soundtracks composed by leading artists, *Close Friend* consists of six romantic miniseries



PCCW (SEHK:0008) – HONG KONG / BANGKOK, THAILAND, March 30, 2021 – Viu, PCCW’s leading pan-regional OTT video streaming service, extends its collaboration with Thai record label Boxx Music to launch a highly anticipated Boys Love series project, *Close Friend*. Twelve upcoming Thai actors take center stage in six romantic miniseries, accompanied by six original soundtracks produced by popular artists. The *Close Friend* miniseries will premier this April on Viu.

Boys Love series, a genre of series that explores the romantic relationships between male characters, is growing in popularity with Thailand’s female Gen-Z and millennial viewers. The *Close Friend* project features talented Thai actors, including Ohm Thitiwat Ritprasert and Fluke Natouch Siripongthon, who have garnered their popularity from previous Boys Love series and each has more than one million followers on Instagram. Kimmon Warodom Khemmonta and Copter Panuwat Kerdthongtavee are members of the sensational SBFIVE boy band with a huge Chinese fan base. The star-studded cast also includes Ja Phachara Suansri, First Chalongrat Novsamrong, Yoon Phusanu Wongsavanischakorn, Lay Talay Sanguandikul, Max Saran Rujeerattanavorapan, Nat Natasitt Uareksit, Jimmy Karn Kritsanaphan and Tommy Sittichok Pueakpoolpol.

With six different love stories, Boxx Music’s talented artists have composed six original soundtracks to inspire the narratives. These songs, which share the same titles as the series, include Accidental or Intentional by Ink Waruntorn Paonil, the label’s new Synth-Pop sensation; Enough for One Lifetime, a song for the brokenhearted by singer and songwriter, O-Pavee Kotchapakdi; To Think – Not to Think by sweet pop singer, Earth Patravee Srisuntisuk; To Act Like We are in Love, a song about unrequited love by Marc Tatchapon Chulkasem; Just be Friend by Copter Witsarut Laocharoenchai, and Your Problem, My Solution, a song about long-distance relationships by Cake Pemika Jiranaraks and Muang Songmuang Chaiyariti from Serious Bacon.

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The *Close Friend* miniseries showcases diverse relationships between the characters. *To Act Like We are in Love*, starring Ohm Thitiwat Ritprasert and Fluke Natouch Siripongthon, tells the story of a couple's challenges in their three-year relationship. *Just be Friend* is a story about an adorable cat who falls in love with his owner, featuring Ja Phachara Suansri and First Chalongrat Novsamrong. *Accidental or Intentional* follows the irresistible and intensifying romance between a business major freshman and a senior in his Judo Club. Yoon Phusanu Wongsavanischakorn and Lay Talay Sanguandikul bring their chemistry to the screen with *Enough for One Lifetime*, exploring the protagonist's desire to be more than friends, resorting to dark magic to make his wish come true. Kimmon Warodom Khemmonta and Copter Panuwat Kerdthongtavee's performance in *To Think – Not to Think* uncovers what it might be like to get closer to a beloved idol. Set back in the 1990s to shower audiences with feel-good nostalgia, *Your Problem, My Solution* starring Jimmy Karn Kritsanaphan and Tommy Sittichok Pueakpoolpol reminisces on the purity of love and friendship.

Mr. Ratchapol Chitpuengtham, Director, Creative and Business Development of Viu Thailand, said, "Viu initiated this Boys Love series collaboration as we want to tap into a new generation of audiences and constantly deliver new engaging premium contents to our Viu-ers. Boys Love series are on the rise in Thailand and other markets. As a powerful magnet, Viu brings 12 top-notch actors with a huge following, accompanied by six celebrated artists from Boxx Music in order to attract new fans."

Mr. Chodchapak Pholthanachod, Managing Director of Boxx Music, added, "Another project highlight is that the miniseries are inspired by different love narratives from six soundtracks performed by Boxx Music's talented artists. *Close Friend* is a new form of contents that will excite Viu-ers."

Viu-ers can watch *Close Friend* series every Thursday starting from April 22 on Viu across 16 markets. Download Viu for free on App Store, Google Play, and selected smart TVs, as well as on the website 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 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.

About BOXX MUSIC

BOXX MUSIC - sub music label under MUZIK MOVE Co., Ltd. which is a subsidiary company of Boonrawd Brewery Co. Ltd. "BOXX MUSIC" is an urban pop music with easy-listening for young ages. This label has been supervised by Pon - Chodchapak Pholthanchod (Pon Clash). He is extremely open-minded for new coming artists to do an experimental and creating music in their own styles. Nowadays there are 12 artists under BOXX MUSIC label such as "INK WARUNTORN" – upcoming artists of hit songs such as Glad, Erase, You? etc. "SERIOUS BACON" - a popular duo artist of hit song like Pee Pee Tud Wan Hai Nhoi. "COPTER" - a talented young boy with over 30M views namely Ter Bork Wa Chun Mai Dee. "O-PAVEE" - a singer and songwriter who has many hit songs like Payayam, Luem Dai Laew, Khon Tee Mai Chai and other artists in the label.

BOXX MUSIC has been started since October 2015 and nowadays there are 1.03 million followers on YouTube channel and whole subscribed over 826,838,338 times.

BOXX Music has several channels to contact, following at "boxxmusicrecords.com" including Facebook, YouTube channel and Instagram.

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