



Now E offers free viewing of Oscar-winning movie *The Father* during World Alzheimer's Month



HKT (SEHK:6823) – HONG KONG, September 20, 2021 – September is World Alzheimer's Month, and Now E and the Jockey Club Centre for Positive Ageing (JCCPA) is offering Oscar-winning movie *The Father* free to all Hong Kong viewers who have registered for a Now E account.

Mr. Derek Choi, Head of Pay TV, HKT, said, "Now E has always focused on diversity and inclusion in content acquisition. We aim to promote inspirational themes to our viewers by working with different parties. The collaboration with JCCPA raises public awareness of Alzheimer's disease and enables viewers to better understand this neurological condition."

Professor Timothy Kwok, Director of Jockey Club Centre for Positive Ageing, said, "September is World Alzheimer's Month, and JCCPA has organized various activities to raise awareness towards dementia including the collaboration with Now E, which provides a free platform for the general public with a Now E account to watch the award-winning movie *The Father*. As the first integrated dementia service organization in Hong Kong, JCCPA hopes that the movie will lead to more discussion on dementia. Through the movie and our sharing sessions, the public and even caregivers will gain a better understanding of the psychological needs of people with dementia, the daily difficulties they encounter and the kind of assistance and care we can offer to them."

The Father won Best Adapted Screenplay and Best Actor (Anthony Hopkins) at this year's Academy Awards. The film is about a man who refuses all assistance from his daughter as he ages. As he tries to make sense of his changing circumstances, he begins to doubt his loved ones, his own mind and even the fabric of his reality. Viewers only need to register for a Now E account, go to NowE.com, click RENT, choose *The Father* and enter discount code DVPFJCFREE. Quotas are limited and available on a first-come-first-served basis*. For more information, please visit <https://www.nowe.com/promotion/hkjc-thefather>.

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*Terms and conditions apply.

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About Now E

Now E is a one-stop entertainment platform on which viewers can enjoy their favorite content anytime, anywhere, with no strings attached. The streaming content on Now E ranges from world-class sporting events to Hollywood blockbusters and US dramas, from Asian movies and TV series to top-rated variety shows, and from daily local news to inspiring docudramas. Visit www.nowe.com for more information.

About HKT

HKT (SEHK: 6823) is Hong Kong's premier telecommunications service provider and a leading innovator. Its fixed-line, broadband, mobile communication and media entertainment services offer a unique quadruple-play experience. HKT meets the needs of the Hong Kong public and local and international businesses with a wide range of services including local telephony, local data and broadband, international telecommunications, mobile, media entertainment, enterprise solutions and other telecommunications businesses such as customer premises equipment sales, outsourcing, consulting and contact centers.

HKT is the first local mobile operator to launch a true 5G network with differentiated value-added services. Backed by its substantial holding of 5G spectrum across all bands and a robust and extensive fiber backhaul infrastructure, HKT is committed to providing comprehensive 5G network coverage across the city.

HKT delivers end-to-end integrated solutions employing emerging technologies such as 5G, cloud computing, Internet of Things (IoT) and artificial intelligence (AI) to accelerate the digital transformation of enterprises and contribute to Hong Kong's development into a smart city.

Riding on its massive loyal customer base, HKT has also built a digital ecosystem integrating its loyalty program, e-commerce, travel, insurance, FinTech and HealthTech services. The ecosystem deepens HKT's relationship with its customers thereby enhancing customer retention and engagement.

For more information, please visit www.hkt.com.

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