



Now TV brings UFC action to Hong Kong with local adaptation

HKT (SEHK: 6823) – HONG KONG, September 29, 2021 – Now TV, the media entertainment arm of HKT, is bringing UFC (Ultimate Fighting Championship) to Hong Kong viewers beginning this month.

Now TV plans to broadcast 42 live events per year, which consists of 30 UFC Fight Nights to be shown on Now Sports Plus (Channel 680) and 12 UFC numbered events to be shown on Now Sports 5 (Channel 635). Subscribers will be able to relive the action via Now TV's on-demand service. Other various magazine programs, including Dana White's Contender Series, UFC Connected and UFC Countdown, will also be made available for UFC fans.

In recent years, UFC has gained impressive growth and popularity in new and emerging Asian markets, and Hong Kong is no exception. Now TV is taking it one step further by incorporating Cantonese commentary into its live broadcast. Stephen Au Kam Tong, a well-known TV actor and presenter who is recognized for his passion in martial arts, teams up with local MMA fighters Kenny Yeung and Ernest Tang to provide local fans the expertise they have always longed for.

Mr. Derek Choi, Head of Pay TV, HKT, said, "We are very excited to have reached a broadcast agreement with UFC, bringing fans the excitement of this world-class event. The rise in the number of Hong Kong people practicing kickboxing means there is a demand for fight sports. Adding Cantonese commentary with celebrities to our coverage will certainly broaden the audience base. We will also have joint promotion with the local MMA community to raise the awareness of UFC in Hong Kong. Hopefully we will see a local MMA star participating in the UFC fight nights in the future, and fans will be cheering through Now TV's professional coverage."

Mr. Kevin Chang, UFC Senior Vice President, Asia, said, "Our partnership with Now TV will take our popularity to new heights in Hong Kong, a city with a long history of martial arts and a strong community of UFC fans. Now Sports is the leader in the industry and bringing a Cantonese commentary team will make the UFC more accessible than ever before."

Both new and existing customers may subscribe to designated Now TV Sports Packs to enjoy UFC*, while existing customers may subscribe to Now Sports Plus Pack for the nail-biting action*. Now TV's coverage of the UFC is also available on Now Player, where fans can watch live bouts, replays and other UFC programs on their mobile phones and tablets.

For subscription details, please contact Now TV on +852 2888 0008 or visit www.nowtv.hk.

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** Applicable to customers who subscribe to designated sports pack or Now Sports Plus Pack with commitment period. Terms & conditions apply.*

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About Now TV

Now TV is the leading Pay TV service in Hong Kong and the media entertainment arm of HKT, Hong Kong's premier telecommunications service provider and a leading innovator.

Since its launch in 2003, Now TV has been offering top-notch live sporting events and world-class entertainment programs, delighting viewers with movies and TV series they love and keeping customers informed with quality news and documentaries. From Asian to Western, local to international, STEM for kids to infotainment, Now TV has something for everyone. Customers can access Now TV's premium content on demand and through linear TV channels as well as the companion apps "Now Player", "Now Sports" and "Now Player Junior".

Now TV Official Website: www.nowtv.now.com

Now TV Official Facebook Page: www.facebook.com/NowTV.hongkong

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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