



Now TV and Snapask launch Snapask On-Demand tutoring service

**Enabling students to learn Chinese, English and mathematics
on TV platform around the clock**

HKT (SEHK:6823) – HONG KONG, January 20, 2022 – Now TV, the media entertainment arm of HKT, and Snapask, a one-stop online learning platform, have launched the Snapask On-Demand tutoring service exclusively for Now TV customers. With the help of electronic notes and a Q&A app provided by Snapask, the service allows junior secondary students to learn Chinese, English and mathematics on TV even while at home.

Snapask On-Demand tutoring service is led by professional tutors from Snapask, who possess five to 10 years of teaching experience. Parents can select videos suitable for their children's level as well as courses on particular subjects. As opposed to traditional classroom lessons which take place at fixed hours, students can re-watch the content anytime they want to suit their own study schedule. Even if students encounter problems late at night, they can still connect with Snapask tutors for help via the mobile app.

In Hong Kong, the general impression of online learning is still in the form of face-to-face teaching, which lacks flexibility in terms of teaching quality and time management. Now TV and Snapask hope to introduce high quality educational programs with Question Pack into the home to offer different learning models and experience.

Mr. Derek Choi, Head of Pay TV, HKT, said, "Being the largest pay TV service provider in Hong Kong, Now TV is dedicated to providing educational entertainment for children of different ages. Back in 2019, we launched STEM Learning Pack to provide primary school students with insight into the world of STEM. Today, we collaborate with Snapask to bring this innovative on-demand service at a very competitive price to children and their parents, presenting them with an alternative way to study at home via the Now TV platform."

Mr. Timothy Yu, Founder and CEO of Snapask, said, "Snapask is dedicated to creating high quality online learning content, including regular classes and intensive courses, which covers various core subjects and elective subjects in both junior-form and senior-form curricula. In collaboration with Now TV and leveraging its high coverage of the home entertainment market, Snapask is ready to seize more than half of the market share of junior-form online learning segment. We will continue working with high-caliber tutors to create new learning content for all subjects."

cont'd...

Now TV is offering free viewing[#] on its website and TV platforms with designated electronic notes for customers to experience the innovative Snapask On-Demand tutoring service.

Now TV customers can subscribe to any one of the three courses available for just \$88 a month, or subscribe to all three courses for just \$188 during the commitment period^{*}. In addition to watching the subscribed content on TV, Now TV customers can also access the content via the Now Player app or Now TV website on smartphones and tablets with a Now ID.

Please visit <https://bit.ly/3Fmxnox> to download photos for Snapask On-Demand tutoring services.

-#-

[#] Free viewing and e-notes of selected educational programs are only available to selected Now TV customers.

^{*} A 12-month of commitment period is required.



Mr. Derek Choi, Head of Pay TV, HKT (left), and Mr. Timothy Yu, Founder and CEO of Snapask, launch the Snapask On-Demand tutoring service on Now TV.

cont'd...

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.

cont'd...

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.

LinkedIn: [linkedin.com/company/hkt](https://www.linkedin.com/company/hkt)

About Snapask

Snapask is a 24-7, one-stop learning platform with over 4.7 million student users and highly qualified tutors offering individualized homework assistance. The company also provides a multimedia library of learning content and courses to enrich the learning experience. It is available in Hong Kong, Taiwan, Singapore, Malaysia, Indonesia, Thailand, Japan, South Korea and Vietnam, with 350,000 qualified tutors worldwide at your service.

For more information, please contact:

Ivan Ho

HKT

Tel: +852 2883 8747

Email: ivan.wy.ho@pccw.com

Snapask Hong Kong

Louisa Lau

Tel: +852 6644 9615

Email: louisa.lau@snapask.com

Jointly issued by HKT Limited and Snapask Hong Kong.

HKT Limited is a company incorporated in the Cayman Islands with limited liability.