



Viu Original titles lead viewership, expanding across markets with distribution deal

Viu Original Pretty Little Liars Season 2 garners top 10 ranking in multiple markets as Viu announces cross-screen distribution deal for another Viu Original, Assalamualaikum Calon Imam (My Future Husband)

PCCW (SEHK:0008) – HONG KONG/SINGAPORE, 19 May 2022 – Viu, PCCW's leading pan-regional OTT video streaming service, announces that *Pretty Little Liars* (S2) has entered its list of "Top 10" content in terms of aggregate viewership across Indonesia, Malaysia, Thailand, and the Philippines since the show's premiere on 14 April. The series, available across all 16 of Viu's markets exclusively, had the first premiere of its kind in the two additional dubbed languages of Thai and Tagalog, alongside the nine local languages and subtitles simulcast on 14 April.

Ms Marianne Lee, Chief of Content Acquisition and Development, Viu, said, "We have been at the forefront of taking great shows beyond their countries of origin, starting with Korean, Japanese and Thai titles and now our Viu Original titles. Our experience has shown us that exceptional stories, when localised, see highly amplified viewership. The decision to dub *Pretty Little Liars* (S2) for the local markets including Malaysia, Thailand and the Philippines has allowed us to deeply connect with the audience, our in-country partners and local advertisers directly. All communication was tailored to resonate with the unique nuances that make these markets different and connect them through a powerful well-produced show. We are committed to investing to enable our Viu Original titles to travel within our regions and to partner with non-competing screens across other markets."

Viu also announced that a distribution deal was signed with Mediacorp in Singapore for both seasons of *Assalamualaikum Calon Imam (My Future Husband)*, another Viu Original title produced in Indonesia. The series will air on Mediacorp's digital entertainment service, meWATCH, and free-to-air channel, Suria, starting August 2022. Mediacorp is Singapore's national media network and largest content creator, engaging over three million people daily across four languages on its digital platforms, six TV channels and 11 radio stations.

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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 58.6 million monthly active users ("MAU") as at December 2021.

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The Viu service is available to consumers through a dual model with an ad-supported free tier and a premium subscription tier (consisting of different subscription options). Viu offers fresh premium TV series, movies and lifestyle programmes 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 localised 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 the 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 programme, e-commerce, travel, insurance, big data analytics, 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 over-the-top (“OTT”) video service locally and in other regions, as well as content production, artiste management and the event business.

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.

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