



Now TV brings unprecedented FIFA World Cup™ enjoyment to the Hong Kong audience

*Introducing the AR World Cup experience to viewers with all 64 matches live in 4K**

HKT (SEHK: 6823) – HONG KONG, 24 October 2022 – Now TV is pleased to announce its extensive offerings for FIFA World Cup Qatar 2022™ (World Cup) to be held this November and December. On top of enjoying the exciting games and content on TV and mobile devices, Now TV users and Now E subscribers can tap into the brand-new feature-rich augmented reality (AR) companion app to enhance their viewing experience.

Our Now AR – FIFA World Cup™ app, the first of its kind for World Cup in Hong Kong, enables eligible users to catch everything from real-time insights on team strategies to event and player performance statistics. By simply using their smartphones, users can view the 3D mini pitch from different directions on any flat surface and even manifest their favourite players on their mobile device to take a life-size photo right in their own home. Access to the app is open for World Cup 2022 event pass subscribers on Now TV and Now E. The csl 5G Lens app also offers quick access to the Now AR – FIFA World Cup™ app for all event pass holders.

In a bid to extend our reach to different audiences, Now TV is bringing in television personality Poki@ERROR, social media KOL Hui Yin@Trial & Error and football-lover Dickson Yu to offer a refreshing and entertaining perspective on the games. Hui Yin is also the composer and performer of the event's theme song, and the host of a programme featuring World Cup fun facts.

As part of our corporate social responsibility initiatives, Now TV is planning to host a viewing party for underprivileged families who might not otherwise get to experience the magic of the World Cup.

Mr Derek Choi, Managing Director of HKT Home, said, "We are proud to be the exclusive pay-TV service provider for the second consecutive World Cup tournament, broadcasting all 64 matches in 4K on Now TV and Now E. Committed to providing top-notch enjoyment for our customers, we are the first in Hong Kong to offer an AR World Cup experience alongside a new programme and commentator lineup."

Mr Choi added, "Highly anticipated by the whole city, we hope that our exciting programmes can attract a vast audience looking to enjoy the event together at dining establishments and staycations, which will benefit the food & beverage and hospitality industries."

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With a global audience of more than 3 billion back in 2018, FIFA World Cup™ is the biggest football event in the world, not only for sports lovers but also the wider community. Hosted by Qatar, this year's FIFA World Cup™ opening game will be played on 20 November. The early kick-offs of subsequent matches at 6:00pm and 9:00pm Hong Kong time enable our customers to enjoy the matches with their families over dinner and during TV prime time. Everyone from hardcore fans to casual viewers will find something to their liking from the wide range of options presented by HKT Home.

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**To view FIFA World Cup 2022™ matches in 4K resolution, Now TV customers can subscribe for the FIFA World Cup 2022™ Event Pass and 4K connection service and rent a designated Now TV set-top box. Users of Now TV and Now E will also need audiovisual equipment and a TV which can deliver 4K resolution.*



Ms Susanna Hui, HKT Group Managing Director, presents the Now TV World Cup jersey to Poki (left) and Hui Yin.

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Ms Susanna Hui, HKT Group Managing Director (4th from left), Mr Derek Choi, HKT Home Managing Director (4th from right), together with the artistes and professional commentators, unveil the exciting content and AR app for FIFA World Cup Qatar 2022™.

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 programmes, 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.hk

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

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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, enterprise solutions, FinTech, e-commerce, big data analytics, media entertainment including the provision of interactive pay-TV services, and other telecommunications businesses such as customer premises equipment sales, outsourcing, consulting and contact centres.

HKT is the first local mobile operator to launch a true 5G network in Hong Kong with differentiated value-added services. Backed by its substantial holding of 5G spectrum across all bands and a robust and extensive fibre 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 programme, e-commerce, travel, insurance, big data analytics, 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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