



Viu announces the launch of eight Viu Original titles from Korea and markets in Asia for Q4 2022

Premiers *Reborn Rich* trailer to an exclusive audience at APOS 2022



PCCW (SEHK:0008) – HONG KONG/SINGAPORE, 28 September 2022 – Viu, PCCW’s pan-regional OTT video streaming service, expands its collection of Viu Original titles with eight new additions slated for release in Q4 2022. Headlining the slate of new releases is *Reborn Rich*, an adaptation of the popular web novel and one of the most highly anticipated Korean Viu Original series in 2022, as well as seven other Viu Original productions from various markets such as *Finding the Rainbow* from Thailand, *Ijab Kabut* from Malaysia and *Bad Boys vs Crazy Girls* from Indonesia.

Reborn Rich stars Korea’s A-list star Song Joong-ki, best known for his leading role in *Descendants of The Sun* and *Vincenzo*, amongst others. This marks Song’s first time participating in a Viu Original, for which the platform has exclusive global rights* outside of Korea. In a riveting tale of loyalty and betrayal, the protagonist, Yoon Hyun-woo (played by Song Joong-ki) who serves the Sunyang Group for more than five years, gets framed and abandoned, and soon wakes up in the body of the youngest son of the Sunyang Group and begins to plot his revenge. Also starring *Monstrous* actress Shin Hyun-been, *Reborn Rich* will premiere exclusively on Viu in Q4 of 2022.

Ms Marianne Lee, Chief of Content Acquisition and Development, Viu, said, “We are absolutely committed to bringing the very best to our viewers and partners alike. *Reborn Rich*, with a compelling storyline, stellar cast and a scale of production to match, is a testament to our commitment to the Viu Original offerings of high quality Asian content that resonates with our consumer base. This also extends to all local Viu Original titles, such as *Finding the Rainbow*.”

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Meanwhile, Nichkhun Horvejkul of K-pop band 2PM headlines the cast of the Thai drama *Finding the Rainbow*. The romantic work tells of a love story set against the backdrop of historical occurrences, spanning the Black May event in 1992, the incidents on 9/11 and the COVID-19 pandemic in 2021. Nichkhun, who also starred in 2020 Viu Original *My Bubble Tea*, will join a cast featuring Sushar Manaying, Itthipat Thanit, Prachaya Ruangroj, Pakpoom Jongmanwattana, and Nalinthip Phoemphattharasakun. Find out how this love story plays out when this Viu Original drops on 9 November.

The next quarter will also see exciting original productions from various markets. Malaysia's *Ijab Kabut (I Have A Plan)* is a romantic comedy with actors Fadlan Hazim and Azira Shafinaz. Azira plays a character named Deanna whose life falls apart as her fiancé pulls out of her fairytale wedding at the last minute. Deanna takes on the challenge of juggling wedding headaches and decides to go on a love hunt to mend her broken heart, but more importantly to replace the groom. Instead of finding one potential, she found two. Finding herself in a love triangle, she starts to ask if the wedding must truly go on. Join Deanna in *Ijab Kabut* from 13 October onwards.

Adopted from popular fan fiction on Wattpad, *Bad Boys vs Crazy Girls* brings the story of Kate and Liam, who are two of the most popular students in school. Aside from the fact that they hate each other, they are also engaged to one another. This Indonesian Viu Original production navigates through a frustrating yet dramatic journey, during which the couple realises there is more to the other than meets the eye. Featuring Devano Danendra and Megan Domani and directed by Josephine Lidwani Winardi and Emil Heradi, who also directed Viu Original *Pretty Little Liars* (Indonesia), the series is set to bring comedy, romance and drama to a whole new level. *Bad Boys vs Crazy Girls* is set to premiere on 14 October.

Viu-ers can catch the exciting lineup of Viu Original titles on the Viu app, which can be downloaded for free on App Store, Google Play, and selected smart TVs, as well as on the web at www.viu.com.

Find the complete list of upcoming Viu Original titles below.

October

#lovesignal - Premieres 7 Oct on Viu

Real Fake - Premieres 10 Oct on Viu

Ijab Kabut (I Have A Plan) - Premieres 13 Oct on Viu

Bad Boys VS Crazy Girls - Premieres 14 Oct on Viu

K-Love - Premieres 14 Oct on Viu

November

Finding the Rainbow – Premieres 9 Nov on Viu

Hilang – Premieres 17 Nov on Viu

Q4 2022

Reborn Rich

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*Global rights excluding China and Korea

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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 60.7 million monthly active users ("MAUs") as of June 2022.

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.

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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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