



PCCW Media launches “Now E”, a brand new one-stop entertainment OTT platform

Easy • Entertainment • Everywhere

PCCW (SEHK:0008) – HONG KONG, May 17, 2018 – PCCW Media, a leading pan-Asia entertainment and media company, introduces Now E, a one-stop entertainment OTT platform with international and Asian dramas and movies, and world-class sports events, for viewers especially the Millennials to enjoy their favourite content anytime, anywhere with no strings attached.

Now E teams up with leading and exclusive content partners including HBO, MOViE MOViE, Now Baogu, Viu, and top international studios[^], offering thousands of hours of premium content ranging from Hollywood blockbusters, US dramas, Asian movies and dramas, and variety shows. Also, sports fans can catch live action of world-class sports content on the same app, including the upcoming 2018 FIFA World CupTM and many more to come. Users can also access the latest Hollywood and Asian blockbusters and concerts on a pay-per-rent basis in July.

Now E will be available for download on Apple App Store and Google Play later this month. Each user can register up to five devices*, enjoy video viewing with two concurrent streams, and Airplay/Chromecast to TV. Now E can be accessed via smartphone, tablet, PC and the newly introduced Now E Android TV Box.

The Now E box is the first Google Android TV box offered by Hong Kong operator and will be first available through The Club, HKT’s unified loyalty and rewards program, as well as HKT and CSL Mobile retail outlets, enabling users to enjoy on TV screen their favourite content and download favourite games and TV apps from Google Play.

To meet the video consumption habit of the Millennials, Now E provides a ground-breaking and hassle-free pricing model, allowing users to subscribe the service by day, in addition to subscription by month or season.

Ms. Janice Lee, Managing Director of PCCW Media Group, said, “PCCW Media is very excited to add a new member to our media service family. Now E means “Easy • Entertainment • Everywhere” which will be a perfect fit for the individual with Millennial lifestyle. Today, modern viewers consume more online video than other audiences. They prefer watching online for greater flexibility and demand for personalized content. We are confident that Now E will stand out from the rest as the most preferred OTT service as Now E is a single OTT platform which provides exclusive Asian and international movies, dramas and world-class sports events.”

Registered users will enjoy a one-month free trial of the Entertainment Combo during the promotion period[#]. For more information about Now E, please visit www.nowe.com.

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[^] [Appendix 1](#) for the details of Now E content available at launch.

^{*} [Appendix 2](#) for the key features of Now E.

[#] [Appendix 3, 4 & 5](#) for the details of Now E pricing and promotion offers.

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A **PCCW** service



Ms. Janice Lee, Managing Director of PCCW Media Group, and Mr. Derek Choi, Head of Pay-TV, unveil the Now E service.



Ms. Janice Lee, Managing Director of PCCW Media Group (7th from left), Mr. Bruce Lam, Chief Marketing Officer of CSL Mobile (6th from left), Mr. Ringo Ng, Managing Director of HKT Consumer Group (6th from right), Mr. Derek Choi, Head of Pay-TV (7th from right), Ms. Teresa Ng, Head of Marketing (5th from right), together with celebrities kick off the Now E service.



Now E service launch ceremony.

About PCCW Media

The media group of PCCW is a leading, fully integrated multimedia and entertainment group in Hong Kong.

The media group operates the leading pay-TV service in Hong Kong under the Now TV brand delivering both self-produced and licensed content to its customers using advanced IPTV technology. Now TV offers more than 180 linear channels and on demand library of local, Asian and international programming. Its premium content can also be accessed via Now Player app. It is also a leading producer of Chinese language news, financial news and sports programming in addition to Asian infotainment content which complements its wide portfolio of licensed movie and international television content.

The media group is also engaged in the provision of OTT (over-the-top) video service under the Viu brand in Hong Kong and over 15 markets in Southeast Asia, the Middle East and India. In addition, MOOV is a hugely popular music digital streaming service in Hong Kong.

Moreover, the media group operates one of Asia's leading directories businesses under the Yellow Pages brand.

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 interest in the HKT Trust and HKT Limited, Hong Kong's premier telecommunications service provider and leading operator in fixed-line, broadband and mobile communication services. 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, and other telecommunications businesses such as customer premises equipment sale, outsourcing, consulting, and contact centers.

PCCW also owns a fully integrated multimedia and entertainment group in Hong Kong, PCCW Media. PCCW Media operates the largest local pay-TV operation, Now TV, and is engaged in the provision of OTT (over-the-top) video service under the Viu brand in Hong Kong and other places in the region.

Through HK Television Entertainment Company Limited, PCCW also operates a domestic free television service in Hong Kong.

Also wholly-owned by the Group, PCCW Solutions is a leading information technology outsourcing and business process outsourcing provider in Hong Kong and mainland China.

In addition, PCCW holds a majority interest in Pacific Century Premium Developments Limited, and other overseas investments. To learn more about PCCW, please visit www.pccw.com.

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Issued by PCCW Media Limited.

Appendix 1 : Now E content highlights

Movie and Drama	
HBO GO 	<ul style="list-style-type: none"> ● Home of award-winning HBO Original Drama & Hollywood Blockbuster movies ● More than 1,500 hours of HBO Originals Dramas and Movies ● 500+ Hollywood movies available in the on-demand library ● Latest drama available on-demand within 1 hour after US telecast or same time as U.S. through the linear channel ● 5 linear channels also available on Now E – HBO, HBO Hits, HBO Family, HBO Signature, Cinemax
Now Baogu 	<ul style="list-style-type: none"> ● More than 200 Asian movies available in the on-demand library across different Asian markets, including Hong Kong, Korea, Japan, Taiwan, Thai, etc. ● Exclusive titles every month dedicated for your viewers
MOVIE MOVIE PLAY 	<ul style="list-style-type: none"> ● Award-winning movies from all over the world ● More than 120 movies in the on-demand library from all over the world, including France, Germany, Spain, Taiwan, Japan and the United States
Viu 	<ul style="list-style-type: none"> ● The latest popular Asian dramas and variety shows from Korea, Japan, Mainland China, Taiwan, Thailand, etc. ● All contents come with Traditional Chinese subtitles as fast as 4 hours after the local telecast
Sports	
2018 FIFA World Cup™ and World-class Sports content 	<ul style="list-style-type: none"> ● Official internet and mobile platform of 2018 FIFA World Cup™ to live stream all 64 matches in Hong Kong ● Catch-ups are available after each match
Pay-per rent	
Video Express	<ul style="list-style-type: none"> ● Unlimited viewing within 48 hours upon rental ● Rental ranges from \$22 - \$32 ● Hollywood blockbusters from top international studios and Asian movies from local distributors.

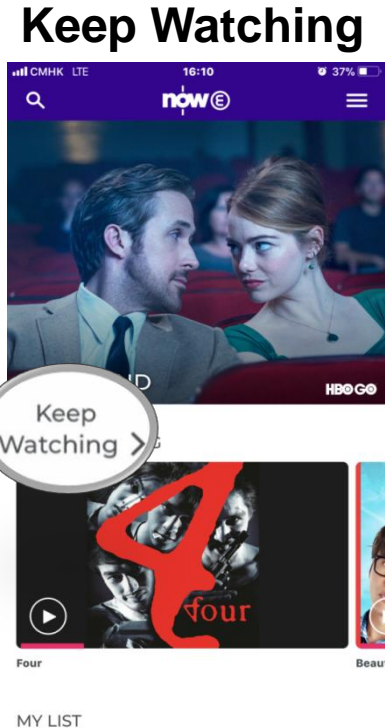
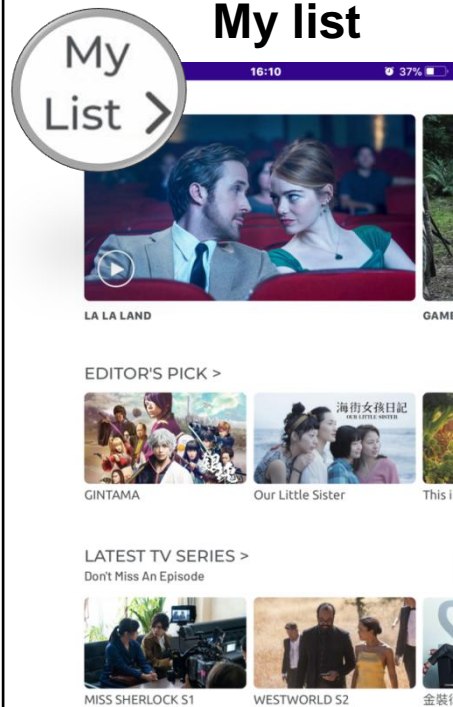


Appendix 2 : Features

- Supports 5 registered devices and 2 current streams
- My List
- Keep Watching
- Mature content lock



5 devices
2 Current streams



- HDMI output
- Support Airplay/
Chromecast to TV*






Download**

*Only applicable to World Cup live streaming

** Available in 2nd half 2018



Appendix 3 : Now E service packs and promotion offers


Service Pack	Flexible Charges (No Contract)	Content	
1. Entertainment Combo	<p>\$98 / month (List Price \$136)</p> <p>First-time registered users can enjoy 1 month free trial</p>		
<p>2. 2018 FIFA World Cup™</p> <p>a. Event Pass (watch live broadcast and catch-up of all 64 matches)</p> <p>b. Day Pass (watch live broadcast and catch-up of the specific match within 24 hours)</p>	<p>\$980</p> <p>\$98^</p>		
3. Now Video Express*	\$22-32 / pay-per-view	<p>Hollywood blockbusters from top international studios and Asian movies from local distributors.</p> <p>Latest Hollywood blockbusters and Asian movies with 48 hours unlimited viewing upon rental on a pay-per-view basis</p>	
4. Android TV Box	<p>\$1,288 (include box and content)</p>		

*Please refer to www.nowe.com for the launch date of Now Video Express on Now E.

^Available from 25th June 2018



Appendix 4 : 1O1O/csl/The Club Offers


Now E Android TV Box Offer	World Cup Day Pass Offer
 <p>All 1O1O/csl new and existing customers are entitled to a FREE* Now E Android TV Box – PLUS a Now 2018 World Cup Pass – starting May 17, 2018.</p> <p>Special offer open to members of The Club:</p> <ul style="list-style-type: none">- Pay just HK\$1,088 and redeem 100 Clubpoints, or- Redeem 5,000 Clubpoints	<p>The Club is giving away 1 million World Cup One Day Passes!</p> <p>Join The Club and watch the World Cup! The Club is handing out an amazing 1 million World Cup One Day Passes starting May 24, 2018, so members can immerse themselves in World Cup soccer fever!</p> <ul style="list-style-type: none">- New members of The Club can get one free World Cup Pass- Get two free World Cup Passes when you redeem Clubpoints for designated rewards from The Club's catalog <p>Exclusive to Club SIM members:</p> <ul style="list-style-type: none">- Get two free World Cup Passes when purchasing any service pack- New Travel Club SIM members are entitled to two free World Cup Passes (after submitting an HKID Card copy and proof of address for ID verification)

*The above-mentioned offer is applicable only to customers subscribing to a designated service plan, agreeing to a commitment period of 24 months and paying an MTR/Tunnels/Mobile Licence/Administration Fee of HK\$18 per month. This offer cannot be used in conjunction with any other promotion. Offer valid until July 15, 2018. Customers can start applying for a Now E Android TV Box from May 28, 2018.

Membership of The Club is open to individuals aged 11 or older, except in cases where membership is prohibited, or requires supervision of a parent or legal guardian, by law. Limited supply means One Day World Cup Passes are available only while stocks last. Terms & Conditions apply. For details, please visit The Club's website at www.theclub.com.hk, or call The Club's hotline on +852 183 3000.



Appendix 5 : NETVIGATOR Offers

Now E Android TV Box Offer	
 A white, sleek, rounded rectangular Android TV box with the "now E" logo on the front. A small blue light is visible at the bottom center of the device.	<p>New and existing NETVIGATOR customers who apply for selected NETVIGATOR Multi-Use Broadband Service Plan successfully can enjoy Now E Service*. If you still have broadband contract with other broadband operators, you can still install selected NETVIGATOR Multi-Use Broadband Service first and watch the fabulous Now E content, but the broadband service must be activated within 12 months of the date of application.</p> <p>For any enquiry, please call 2888 0008 (then press 1) or visit our HKT shop.</p>

* Terms and conditions apply