



Asia's Leading OTT Video Service

Management Presentation



The Leading OTT Player in Asia and MEA



- ✓ An Expanding **Global Service**
- ✓ Focus on **Content with appeal to Asian Audience**
- ✓ **Experienced management team with track record** in building successful media businesses to scale from ground zero


10M+ paying subs in **24** countries

Further expanding footprint & in-market penetration

PCCW Group
Leading media player in Asia with Pay TV, Free TV and OTT businesses



➤ Rapidly rolled out in 15 markets within 18 months of launch

Acquired  **clip**, a Silicon Valley based leading OTT service for emerging markets in May 2015



Viu is a Market Relevant Solution



Capturing the Opportunity of Growing OTT Video Consumption

Our Propositions

Locally Relevant **Content**

- ✓ **Best of Asia content**, such as leading Korean and Japanese programs, Indian content (available in 13+ languages), as well as supplementary regional content
- ✓ **Viu original** including short form videos, original Chinese productions, and investments into regional/Korean productions
- ✓ **Fast track localization** with 4 hours turnaround, setting a new market benchmark

Locally Relevant **Technologies** to meet varying bandwidth conditions

- ✓ **Best of breed**, feature rich, multiscreen app for developed markets
- ✓ **Patented adaptive streaming technology** ensures seamless delivery
- ✓ **Download-to-view** adds flexibility for offline viewing
- ✓ **Browser based product** for emerging mobile markets to capture largest viewer base

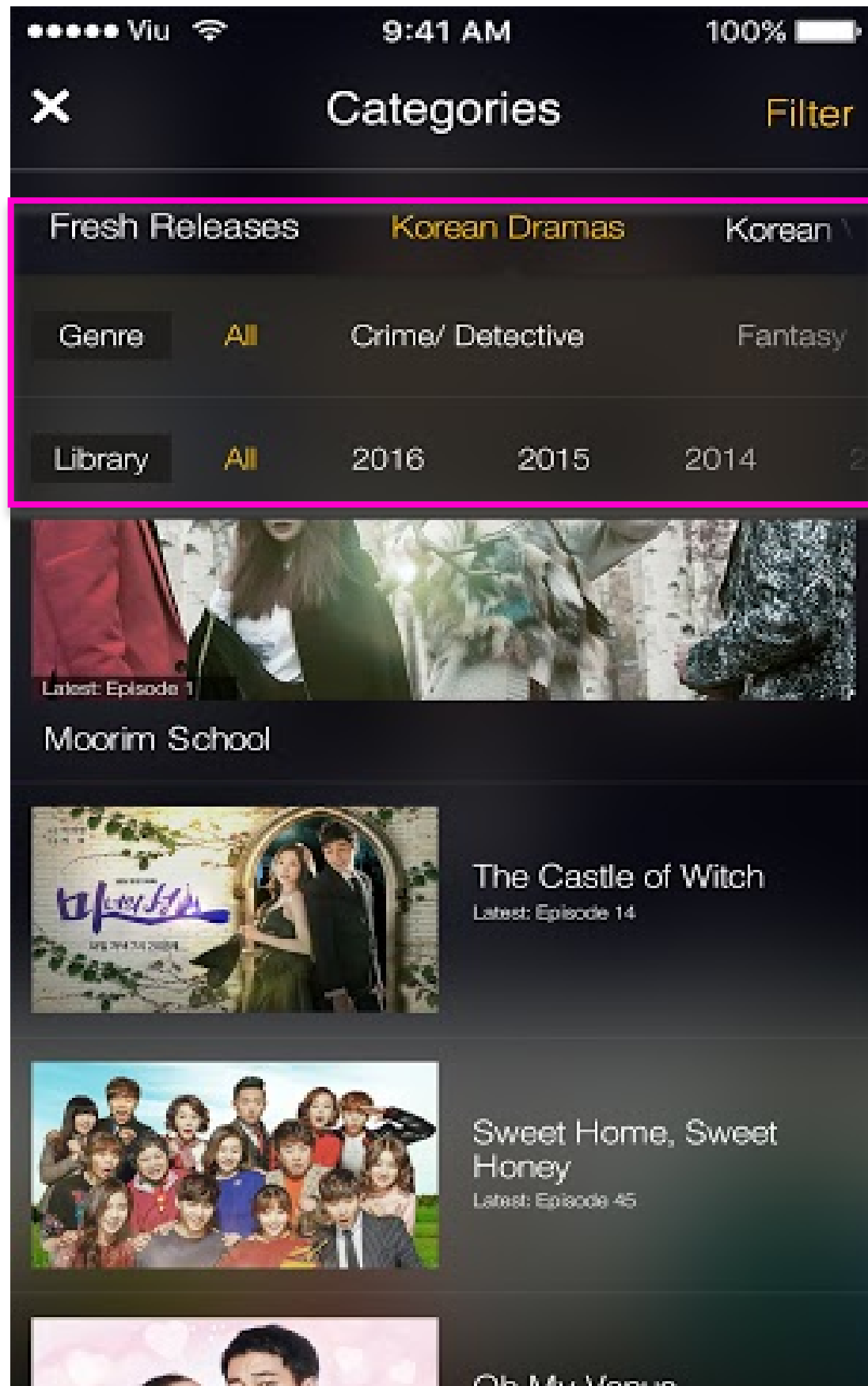
Locally Relevant **Pricing & Focus on Monetization**

- ✓ **Freemium model** to immediately monetize the **growing digital ad spend**, in addition to **subscription tier billing** partnerships with Telcos
- ✓ **Sachet pricing** to accommodate prevalent pre-paid market behavior (monthly, weekly, daily plans)
- ✓ **Download-to-view** to alleviate data charges for consumers

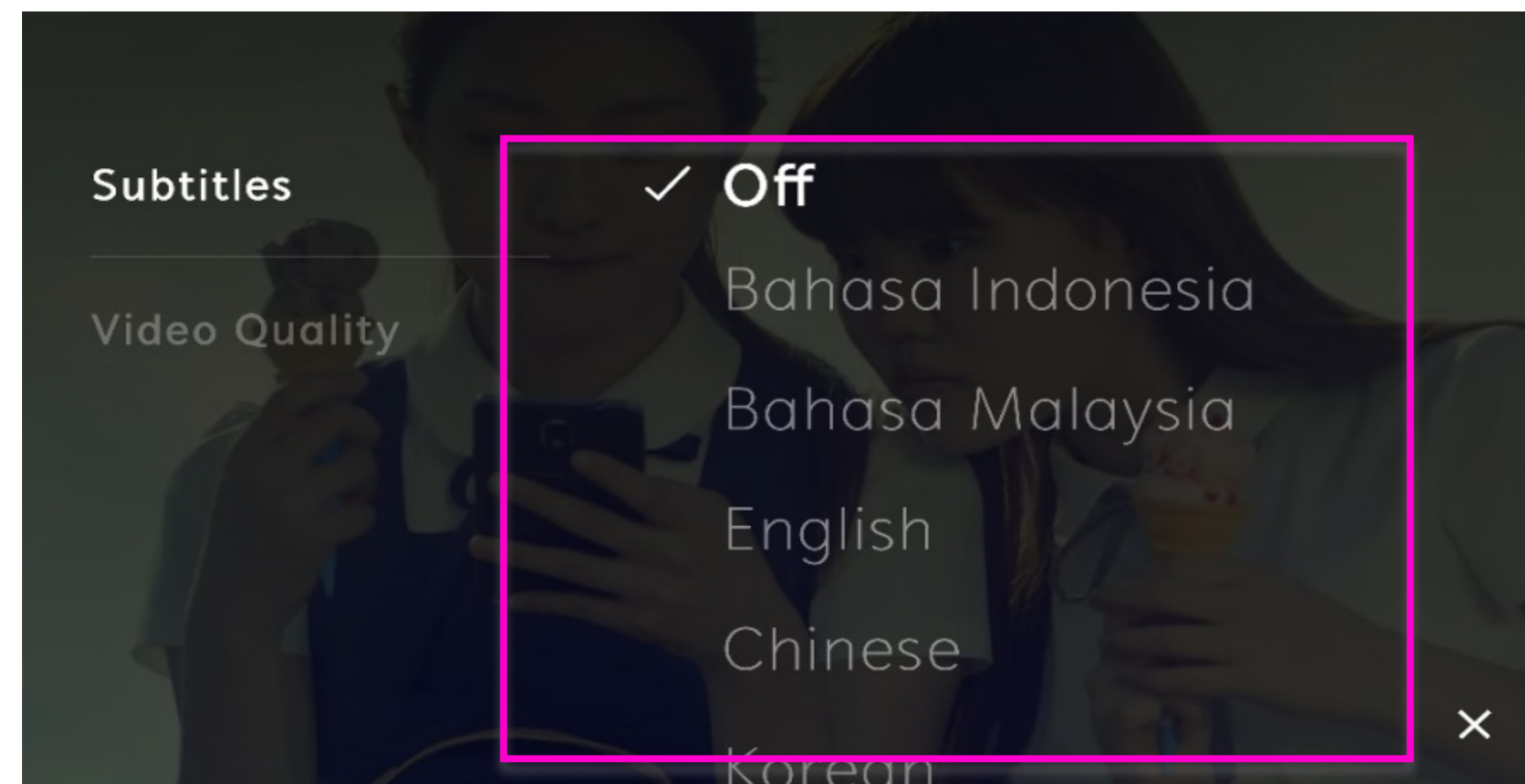
Locally Relevant Product



Local Sub-titling, Magic Moments, Download to View Features Drive Engagement



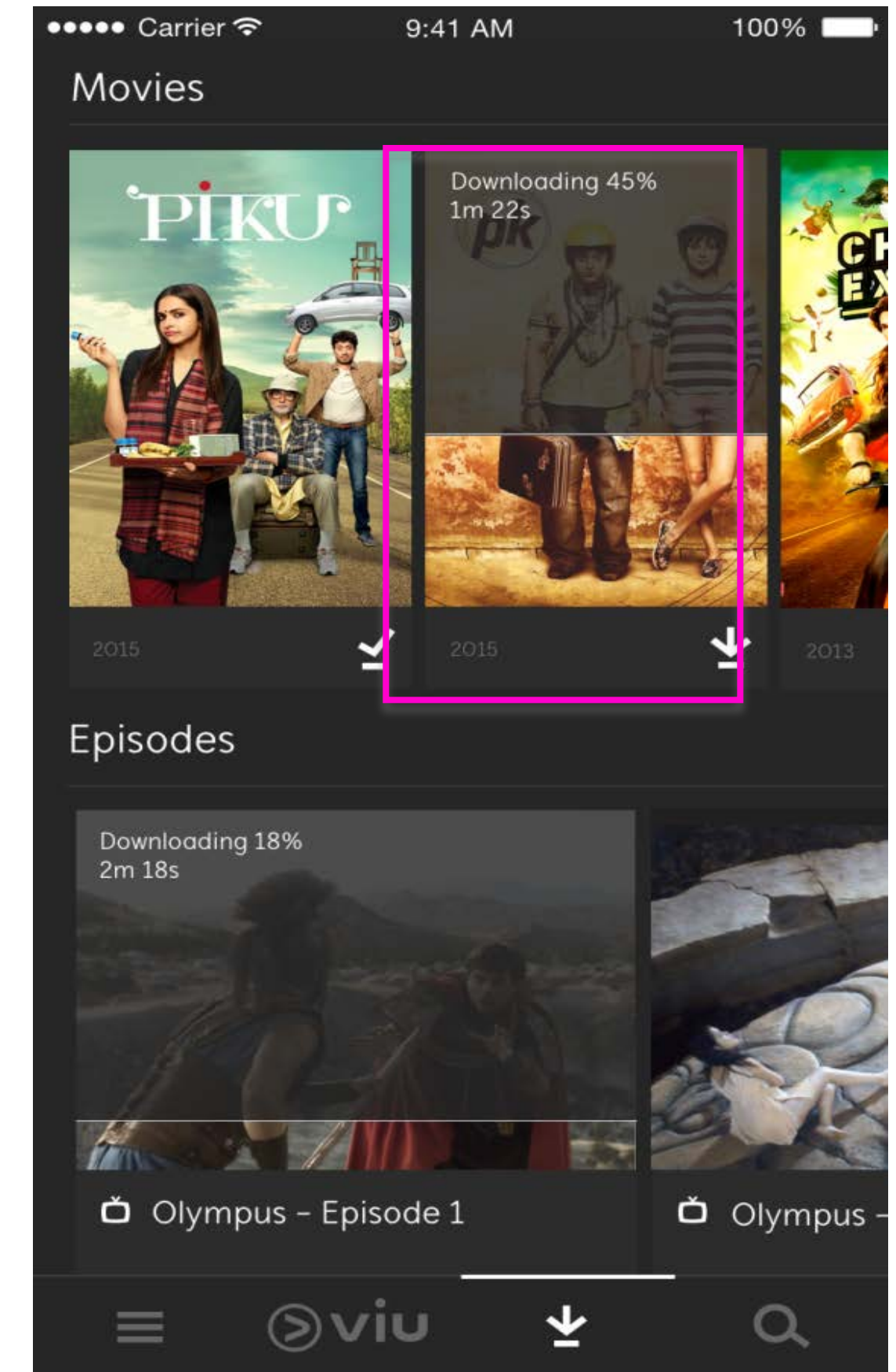
In Depth
Meta Tagging of Content



Subtitling in local language



Editorial Layer on Content



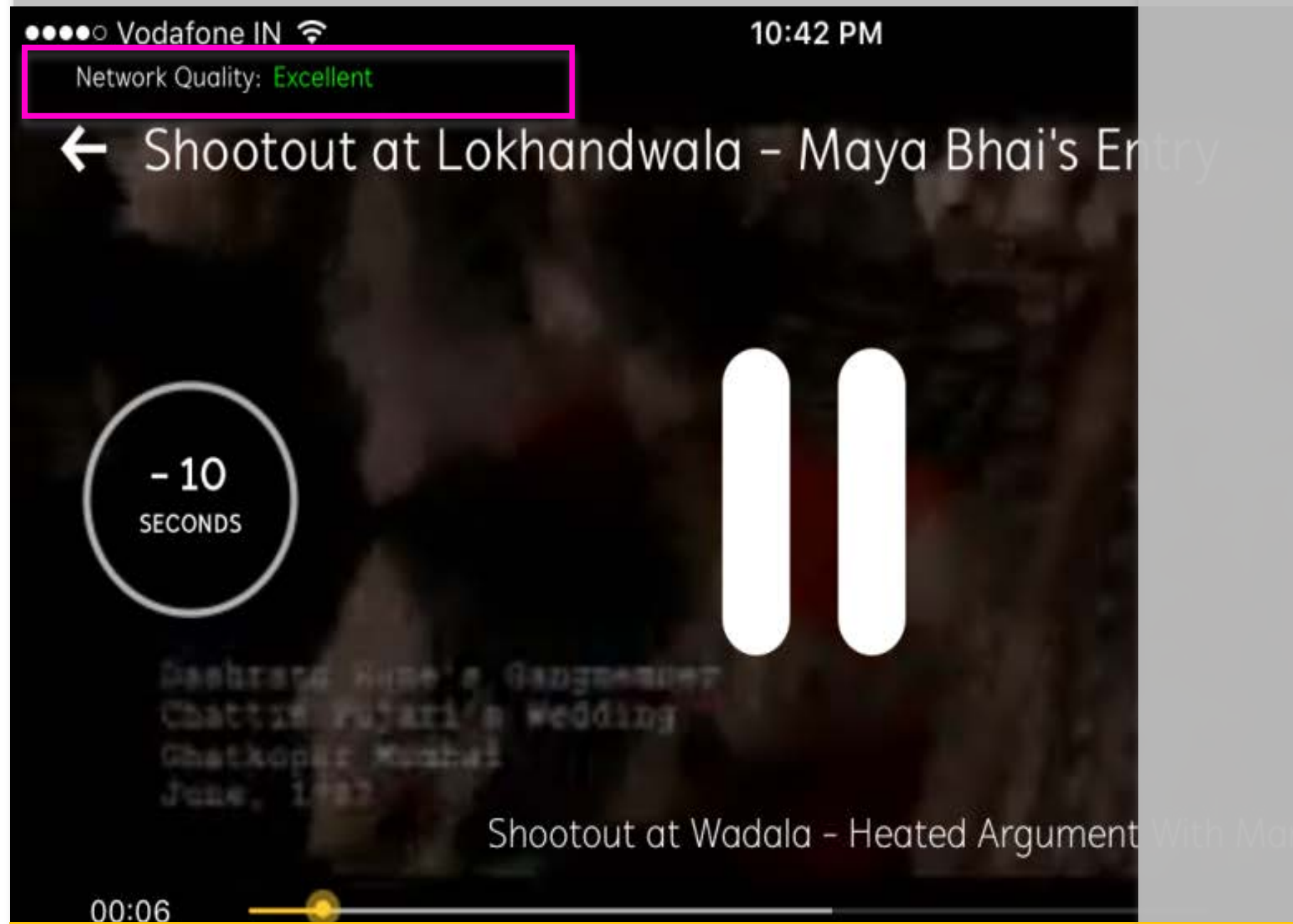
Download & Streaming

Locally Relevant Video Delivery



Network Optimized Video Delivery Drives User Acquisition and Retention

Patented Adaptive Streaming Technology



Seamless Streaming for Regions with Low Bandwidth

"Better than Pirated Site" Experience



Superior Quality Content with Download-to-Stream Capability Available

Multi Screen Synchronization

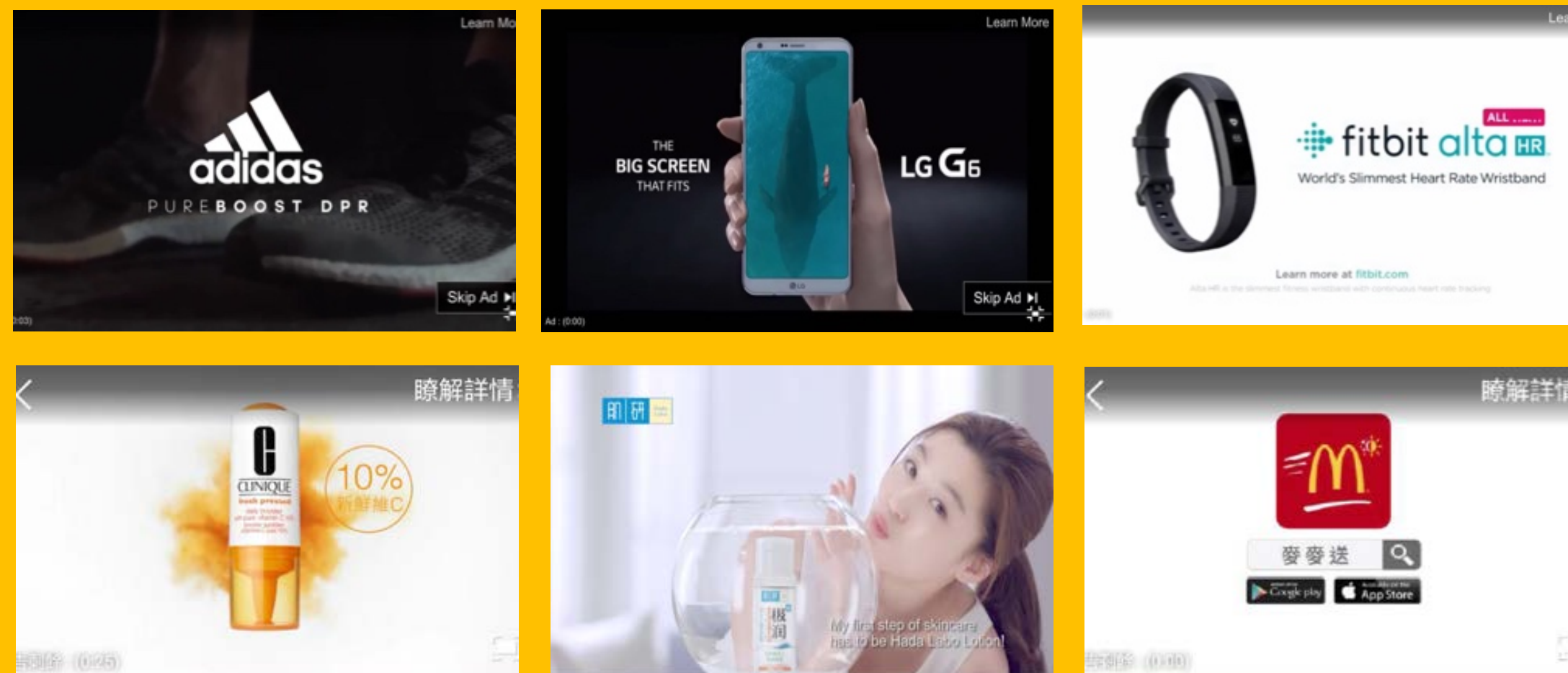


Seamless Transition on Multiple Platforms and Devices – View Content Anywhere Anytime

Monetization through Dual Revenue Model

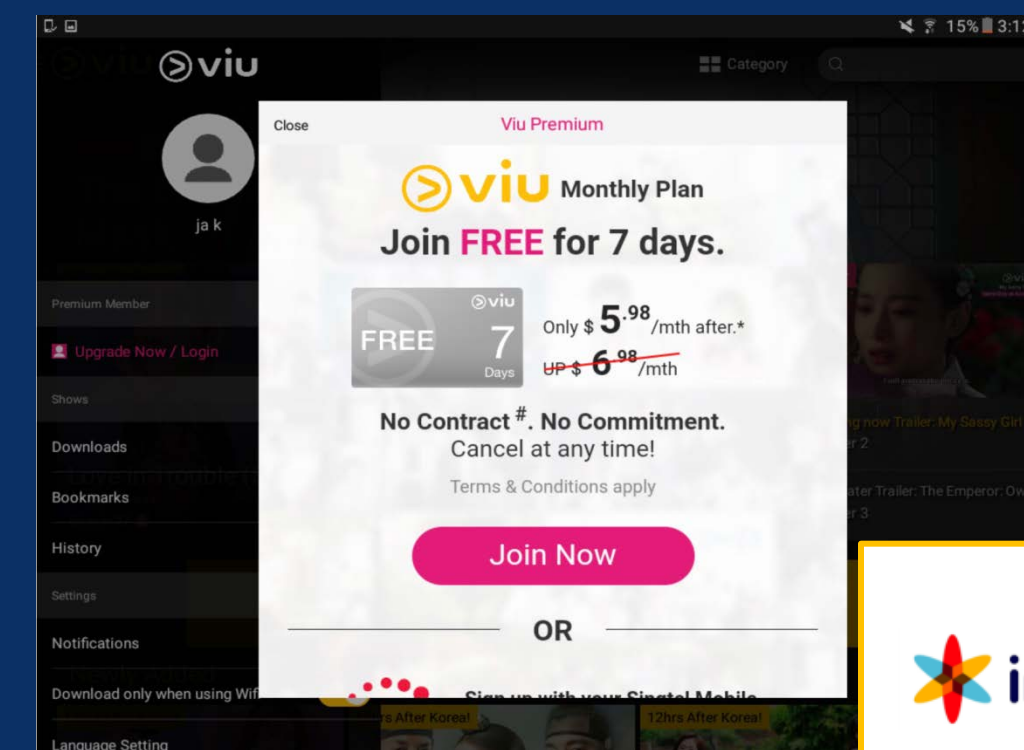
Ad-Supported Tier to Capture Growing Demand for Video Ads

- ✓ 70% repeat advertising from premium advertisers
- ✓ Attracted many first time online advertisers



Subscription Tier US\$1.99-US4.99/Mth

- ✓ Efficient billing and payment collection by the telcos
- ✓ Joint marketing to promote brands, and bundled packages to drive data and content offerings
- ✓ Effective customer segmentation with prepaid and postpaid products and services



Subscription Tier Offers:

- Unlimited download
- HD Quality
- No mid-program ads



* for Singapore and Hong Kong; according to Double Click for Publishers (DFP) from Google

Expanding Content Portfolio with Differentiated Content Offerings



Three Complementary Products to Broaden Market Reach



- Our OTT services are now available in 24 markets;
- Viu rapidly rolled out in 15 markets within 18 months of launch



Premium Long Form OTT Video

- ✓ Premium pan-Asian and local content
- ✓ Dual Revenue model: Advertising & subscription



Short Form OTT Video

- ✓ Browser based product for prepaid markets
- ✓ Multiple patents in video streaming



Premium OTT Music

- ✓ Local and regional music library, focused on K-pop
- ✓ Recently expanded into Vietnam



Complete & Most Current Korean Drama Collection



Comprehensive Regional Content

- ✓ Access to **18M** minutes of video from Korea, Japan, China, India, Southeast Asia etc, available in **40 languages**
- ✓ Includes **10,000 hours** of Korean dramas & variety annually
- ✓ Subtitling available as fast as **4 hours after Korea telecast**, setting a new industry standard
- ✓ Destination of Top-Rated of Korean dramas



Descendant of the Sun



W



Goblin



While you were sleeping



Black



Hospital Ship



Winning Industry Recognition and Awards

Best OTT Video Service



Best Mobile Apps



Expanding Content Portfolio

To become the Destination of Premium Asian Movies



Recently launched premium Asian Movies on VIU in Singapore, Malaysia, Indonesia, Philippines & Thailand *

- ✓ One of the largest Asian movie collection among OTT platforms
- ✓ Premium movie titles from Korea, China, Hong Kong, Taiwan, etc. at any point of time
- ✓ Blockbusters from renowned film makers in Korea including CJ E&M, Showbox, NEW; as well as movies by major Chinese movie production house Huayi Brothers, Edko Films, etc.



Train to Busan

Highest grossing Korean film in S.E.A



Battleship Island

Star-studded cast: Song Joong Ki & So Ji Sub



Office

directed by Johnnie To and starring Chow Yun-fat, Sylvia Chang, Eason Chan



Women who flirt

romantic comedy directed by Pang Ho-cheung and starring Zhou Xun,, Huang Xiaoming

* Launch date in Thailand to be confirmed

Viu Original - Self Produced Content Differentiates Service



Viu Original such as variety shows, drama and entertainment news gaining popularity with local audiences



High Reach to Target Audience on Social Media Across Asia with Exclusive O2O Experience for Fans



Viu - Exclusive Red Carpet & Viu Award

At KBS Drama Awards Show in Seoul (Dec 31, 2016)

- ✓ The 1st Viu Asia's Best Couple Award (Song Joong-ki & Song Hye Kyo) via polling among viu users across Asia



Active Social Media Engagement to Acquire Users



97 Million+ monthly reach on Viu Facebook.

- ✓ Influential platform & KOL to promote new content genre i.e. Viu Original and Premium Movies
- ✓ High receptiveness with engaging social media content - video posts and Facebook Live.
- ✓ Rating of Viu at App Store and Google Play maintain at **★★★★★ or above – over 70%**

Viu Philippines
July 11 at 3:04pm · 🌐

You can now watch Hong Kong dramas and variety shows on Viu! Catch Margaret and David - Green Beans, Barter Game, and more.

Click the link to watch for FREE ▶ <https://goo.gl/L739KV>

NOW AVAILABLE

HK Dramas and Variety Shows Now Available on Viu!

Download on the App Store | GET IT ON Google Play

The banner features the Viu logo and various content thumbnails including 'Le Petit Paradis', 'COLIN'S EXOTIC RECIPES', and '40+ Countries Set Over 40+ Years in the Past'.

Viu Singapore
Published by Lydd Wong 林 · July 12 at 12:00pm · 🌐

WIN a trip to Hong Kong for 2 (worth \$2000) by guessing who the local celebrity guest is in the #ViuOriginalCantoChallenge video! Leave your answer in the comments below 🙋🙋🙋, tag a friend you'd like to bring along & share this post (set to Public) for a chance to win! Contest ends 23 Jul '17, 23:59hrs & look out for the BIG REVEAL on 24 Jul, 2pm!

Contest Details ▶ <http://bit.ly/ViuOriginalCantoChallenge>
HK Dramas & Variety are now on Viu for FREE! ▶ <https://goo.gl/R6yqsT>

Viu Original Cantonese Challenge!
Guess who he is & WIN a trip to HK!

Sam Yap The local celebrity guest in the #ViuOriginalCantoChallenge video is Nat Ho 甄天賜.

My wife Jia Chen is a HUGE Korean Drama fans. She can watch K-drama more than 12 hours non-stop on Viu Singapore during weekend. She even downloaded the videos so that she can watch it offline during lunch break. 😊 After seeing her stick so much on Viu, it'll be awesome to have a short escape to Hong Kong sponsored by her favourite streaming media. Hence, I really hope to win these pair of tickets from Viu Singapore to surprise her. ❤️

shared
Message 📩 7 · July 16 at 10:34pm

Viu Malaysia added 3 new photos.
October 5 at 1:25pm · 🌐

Obsessed with Gong Yoo? So are we! 🥰🥰🔥 Binge Viu on Gong Yoo's latest blockbusters, brought to you by tvN Movies: <http://bit.ly/tvNmovies-viu>

tvN MOVIES

THE AGE OF SALADIST

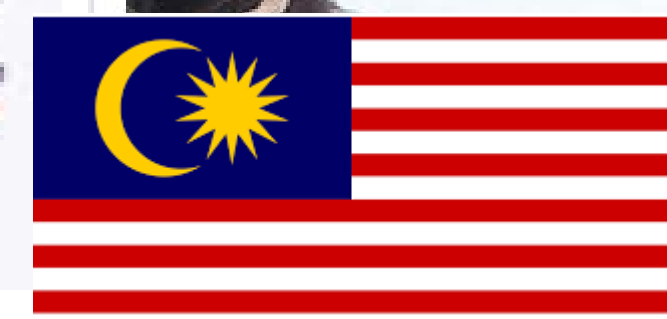
A MAN AND A WOMAN

SILENCE

Viu Indonesia
Published by Meliza Sopandi 林 · 5 hrs · 🌐

Mantan emang selalu ngangenin. Tapi sayangnya gak bisa dilihat dan hanya bisa ngebayangin 😊
Seperti cerita Margaret & David nih Viuers 😊
Yuk tonton serial original dari Viu #MargaretAndDavidEX disini <http://m.onelink.me/3edbe17b#yourwaytoViu>

00:21

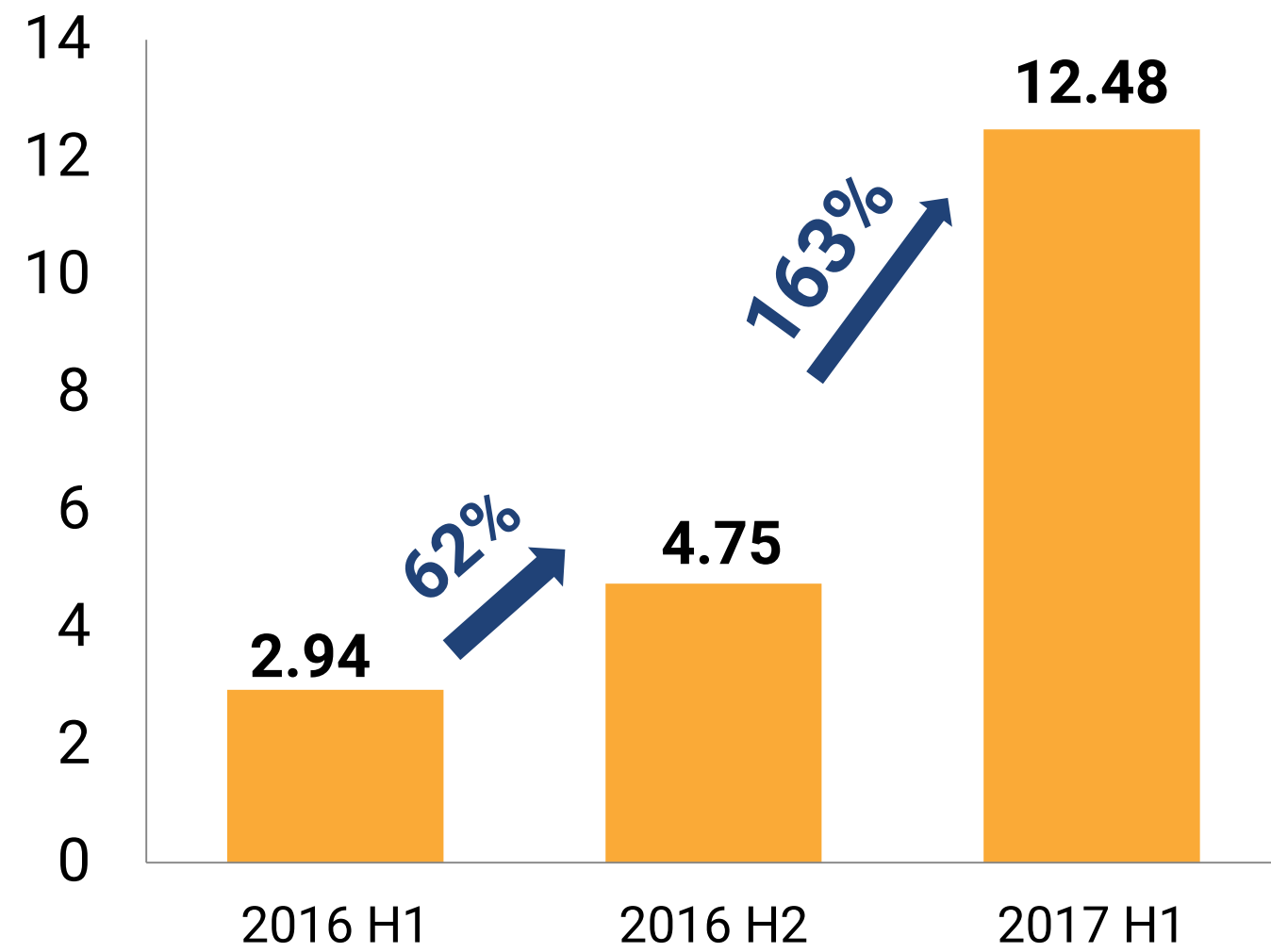


2 Comments

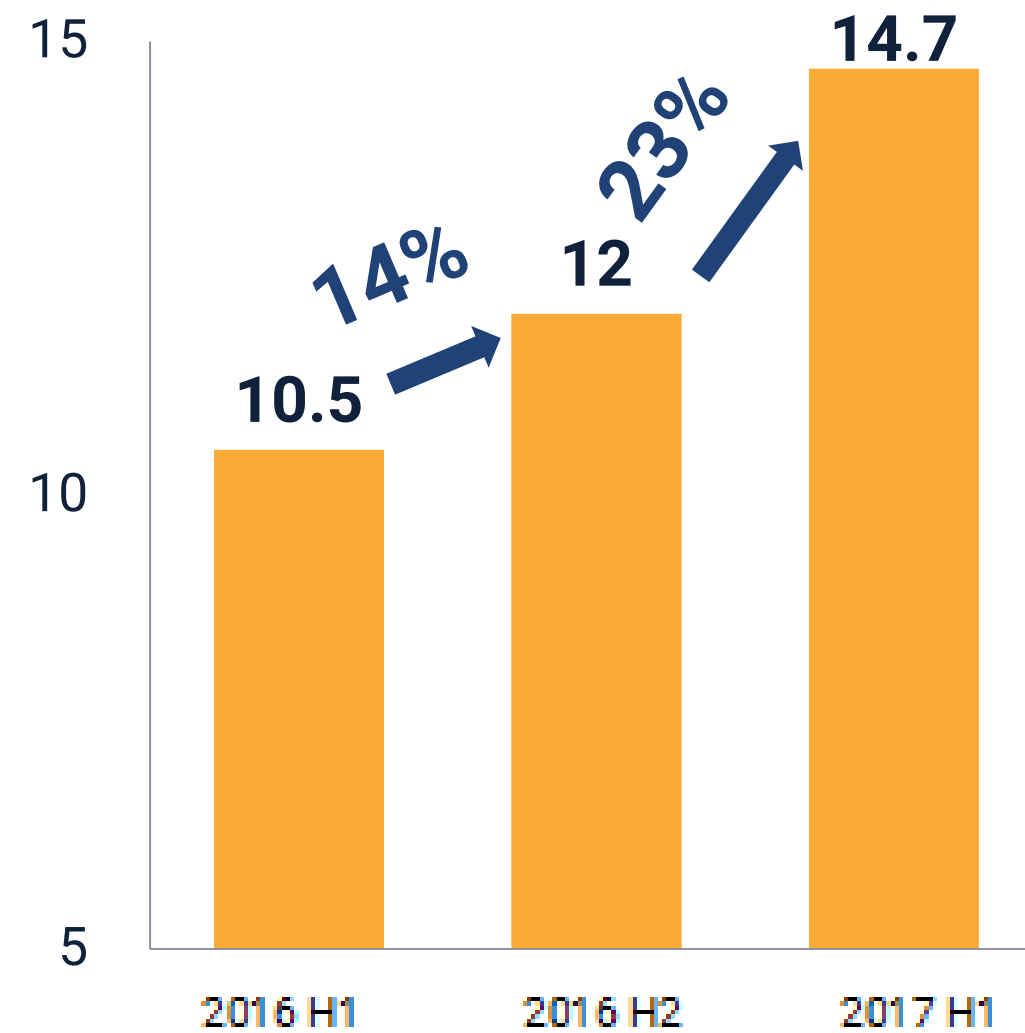
Captivating Viewers Across the Region



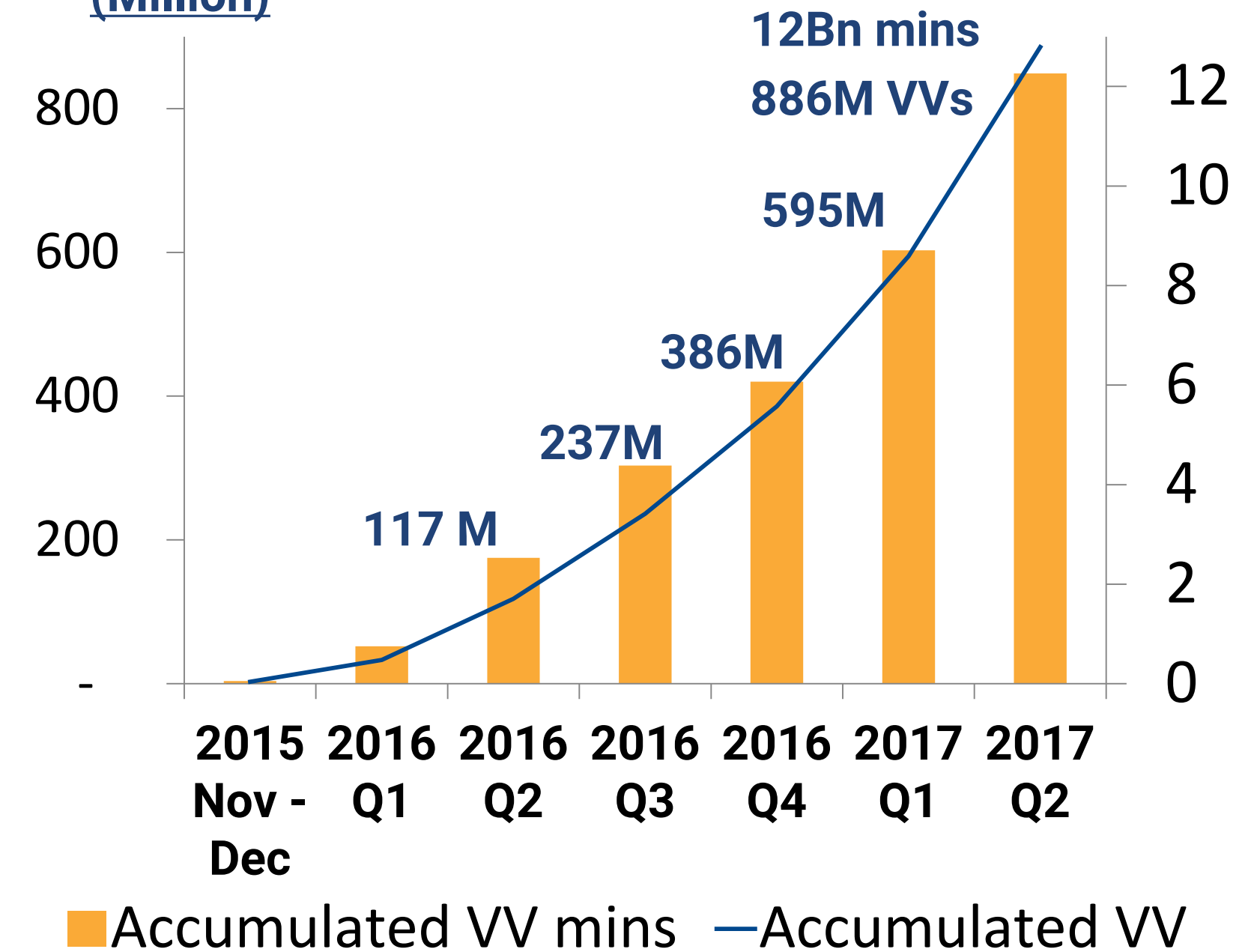
Over 12 Million
Monthly Active Users



User on average consume
14.7+ videos/wk



Acc. Video Views
(Million)



18.6M+ Downloads



Content consumption
1.3 to 1.8 hours
per day per user for 6 markets*

* Across Viu users in Hong Kong, Singapore, Malaysia, Indonesia, Philippines, Thailand

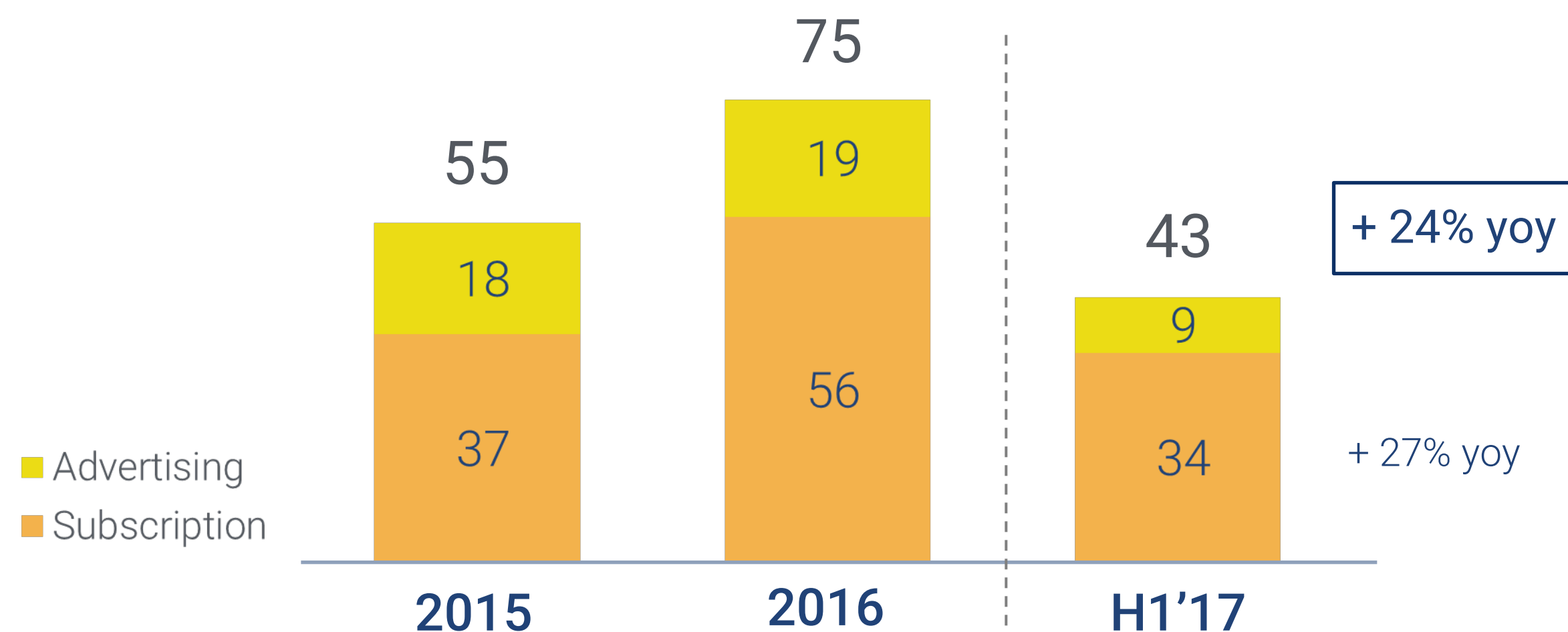


886M+ Video views
2.3x compared to 2016 Dec

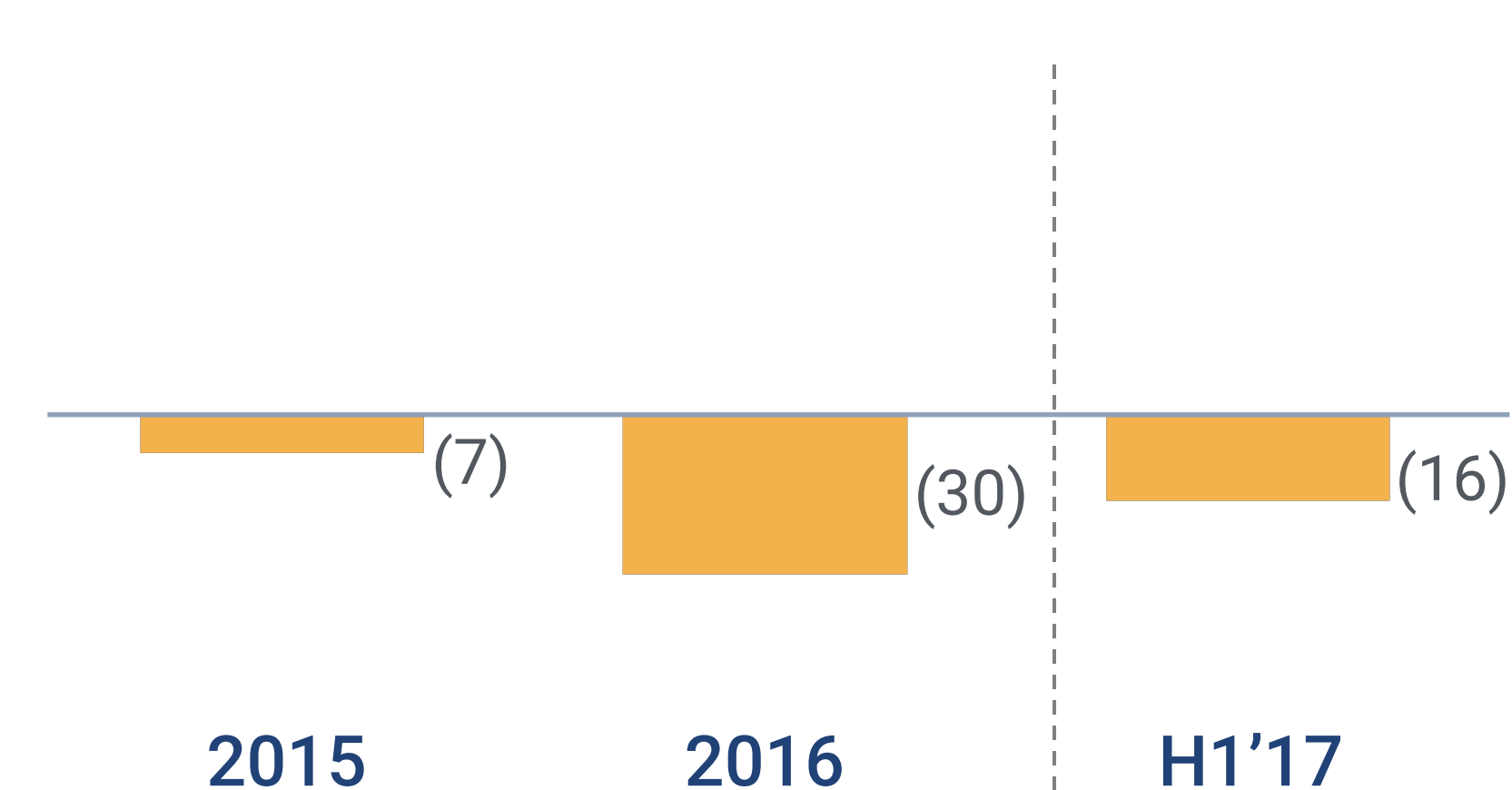


12Bn+ Video mins

OTT Revenue (US\$ million)



OTT EBITDA (US\$ million)



- Expanded presence to 24 markets across SE Asia, India, Middle East and parts of Africa
- Viu attracted over 12 million monthly active users in H1'17 with high level of engagement
- Subscription revenues comprise 78% in H1'17 with the remaining from advertising

- Continued to invest in content, branding and new market launches
- Controlled EBITDA loss to US\$16 million in H1'17

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