

2025 Interim Results

For the six months ended
30 June 2025

1 August 2025
Hong Kong





Forward Looking Statements

This presentation may contain “forward-looking statements” that are not historical in nature. These forward-looking statements, which include, without limitation, statements regarding PCCW's future results of operations, financial condition or business prospects, are based on the current beliefs, assumptions, expectations, estimates, and projections of the directors and management of PCCW about the business, the industry and the markets in which PCCW operates. These statements are not guarantees of future performance and are subject to risks, uncertainties and other factors, some of which are beyond PCCW's control and are difficult to predict.

Actual results could differ materially from those expressed, implied or forecasted in these forward-looking statements for a variety of factors

Business Overview

Susanna Hui

Acting Group Managing Director &
Group Chief Financial Officer





Leading Technology, Media, and Telecom Businesses



OTT Business



- Maintained market leadership as No. 1 Asian OTT platform in GSEA with 13.8 million paid subscribers
- Expanding its diverse content portfolio and engaging viewers across the region
- Growing scale and profitability provide a pathway to reach positive cashflow



Free TV & Related Business



- Digital membership grew more than 4% to hit 3.3 million
- Delivering captivating productions to Hong Kong and beyond to enhance platform stickiness and potential value unlocking of viewers
- Nurturing talents and providing opportunities for our roster of nearly 70 artistes by elevating their global exposure



HKT



- Leveraging artificial intelligence (“AI”) to better serve customers
- Supporting digital transformation for enterprises including the adoption of AI-driven solutions
- Strengthening our digital architecture to ensure support for the latest technologies and those on the horizon



1H25 Financial Highlights



(US \$ million)

	1H25		% change
Consolidated Revenue	2,426	▲	7% YoY
Consolidated EBITDA	771	▲	6% YoY

By Segment

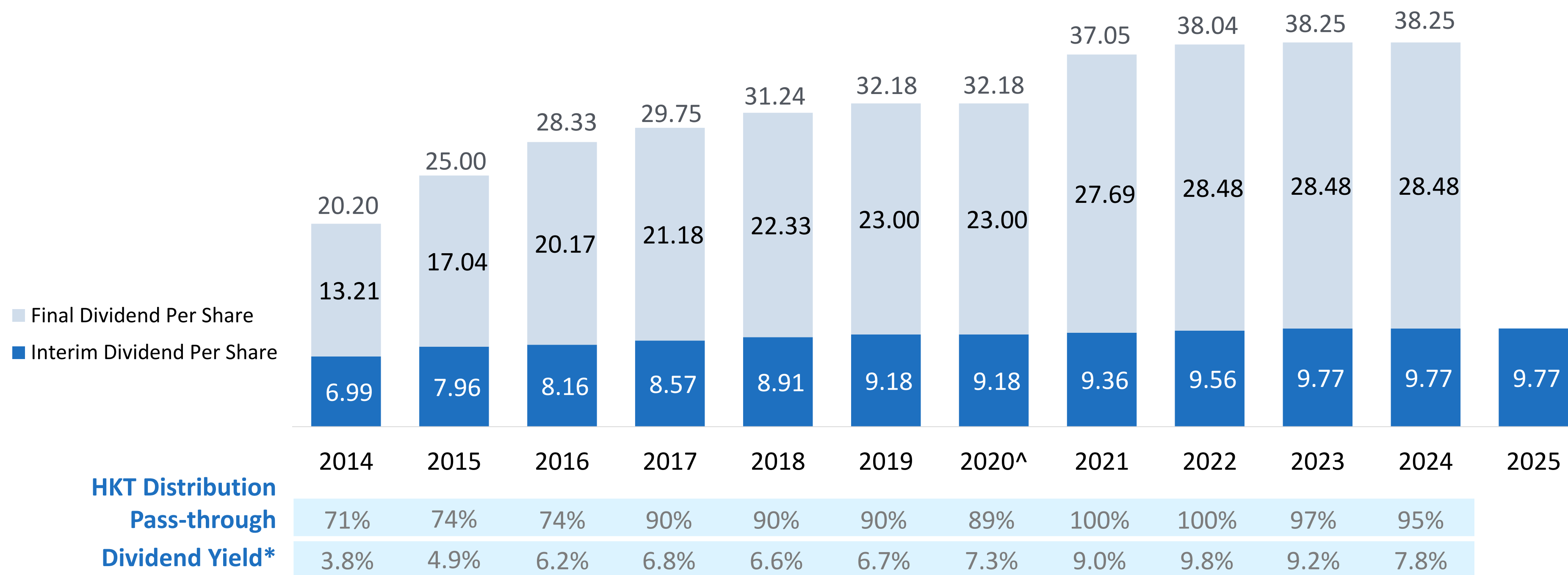
Revenue (US \$ million)	1H25		% change
HKT	2,221	▲	4% YoY
OTT	153	▲	10% YoY
Free TV & Related	44		

EBITDA (US \$ million)	1H25		% change
HKT	818	▲	3% YoY
OTT	44	▲	51% YoY
Free TV & Related	6		



Pursuing a Prudent Dividend Policy

(HK cents)



**2025 Interim
Dividend per share:
9.77 HK cents**

Prudent Dividend Policy:

Focus on strengthening the Group's financial position for sustainable growth while also striving to provide stable returns for our shareholders

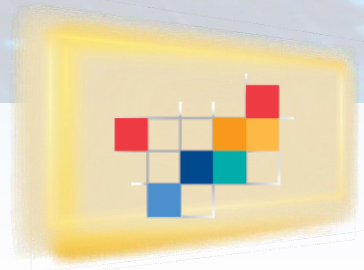
* Based on PCCW closing price on the annual results announcement date for each respective year

^ Excluding special dividend in the form of distribution in specie of PCPD shares



OTT Business





Viu Continues to be a Leader Amongst Global Platforms



The No. 1 Asian OTT Platform In GSEA



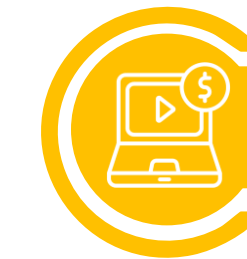
Monthly Active Users

1	Netflix
2	Viu
3	Vidio
4	WeTV
5	iQIYI



Streaming Minutes

1	Netflix
2	Viu
3	Vidio
4	WeTV
5	iQIYI



Paid Subscribers

1	Netflix
2	Viu
3	Disney+ ³
4	Vidio
5	iQIYI

AMPD Online Video Consumer Insights Q2 2025¹

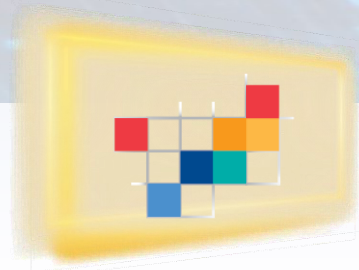
Research Rankings amongst major streaming platforms in Southeast Asia (Indonesia, Malaysia, Thailand, the Philippines and Singapore)

Source: Media Partners Asia AMPD Online Video Consumer Insights Q2 2025 (covers Indonesia, Malaysia, Thailand, the Philippines and Singapore)

¹ Note: Amongst major video streaming platforms including Netflix, Disney+ Hotstar, iQIYI, Vidio, WeTV, excluding YouTube and Tiktok; also excludes authenticated services and smaller platforms

² Note: Research period for MAU, streaming minutes and paid subs: Apr – Jun 2025. Sample size for MPA AMPD platform in the SEA is N=15,000

³ Note: Includes Disney+ Hotstar



Strong Growth in Subscription and Advertising Revenues



1H25 Paid Subscribers
Growth YoY¹



19%

1H25 SVOD & AVOD
Revenue Growth YoY



27%

EBITDA
Margin

29%



8 p.p.
YoY



Enhancing Viewer Experience

- Added nearly 150 new titles including many simulcast titles
- Diversified portfolio of Chinese, Korean and Viu Originals
- Strong titles with multi-market impact drove growth in subscriber base



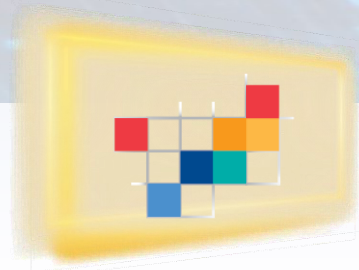
Expanding Partnership Ecosystem

- Deepened collaboration with existing partners such as AIS and True in Thailand, STC in the Middle East, and Vodacom in South Africa
- Added Signal in the Philippines
- Broadened cooperation with Telkomsel in Indonesia to include content co-production



Expanding Monetisation Opportunities for Advertising

- AVOD tier on CTV gained traction
- Solidified Viu's proposition as premium advertising solutions provider
- Popular titles and tentpole event Waterbomb Singapore scheduled in 2H provide excellent prospects for monetisation



Multi-pillar Content Strategy Drives Viewer Engagement

1H25

Slated for Release in 2H25

Chinese Drama

Doubled the number of titles in response to increasing popularity



Build upon the momentum of top-performing Chinese content

Korean Drama

Selective investment in high-performing titles to drive profitability



Return of highly successful flagship hit and leading cast

Viu Originals

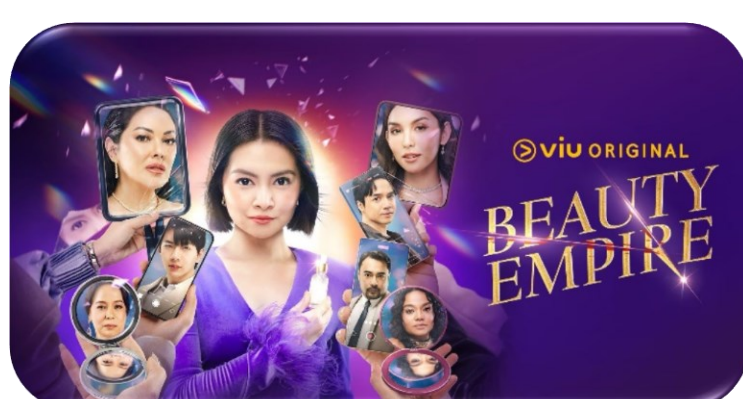
Chart-topping local productions with cross-market appeal



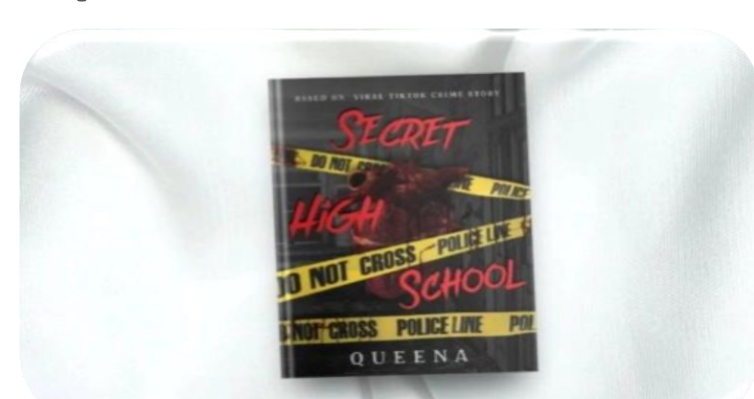
#1 in viewership across both Indonesia and Malaysia



2+ billion digital views across digital platform and social media



Diverse genre to capture evolving audience preference





Free TV & Related Business





Captivating Content Strengthens Connection with Viewers



1H25 Highlights

1H25 ViuTV digital membership

3.3million ▲ 4.1%¹ YoY

Audience viewing time for weekday prime time

60+min ▲ 4.4%² YoY

Original content well received by audience and critics



Signature Programs Scheduled for 2H25

Drama

Game Show

Reality Show



Justice is Mine
(蜀狗之血)

Highly anticipated drama based on renowned global IP, starring award-winning Nick Cheung's (張家輝) return to television



Be on Game S4
(膠戰4)

A new season of the fun-filled game show



King Maker VI
(全民造星6)

A comeback of our iconic talent show, offering a platform for aspiring talents to fulfil their dreams. This season features intensive training in Korea

1 Source: ViuTV membership system Jun 30, 2025 vs. Jun 30, 2024

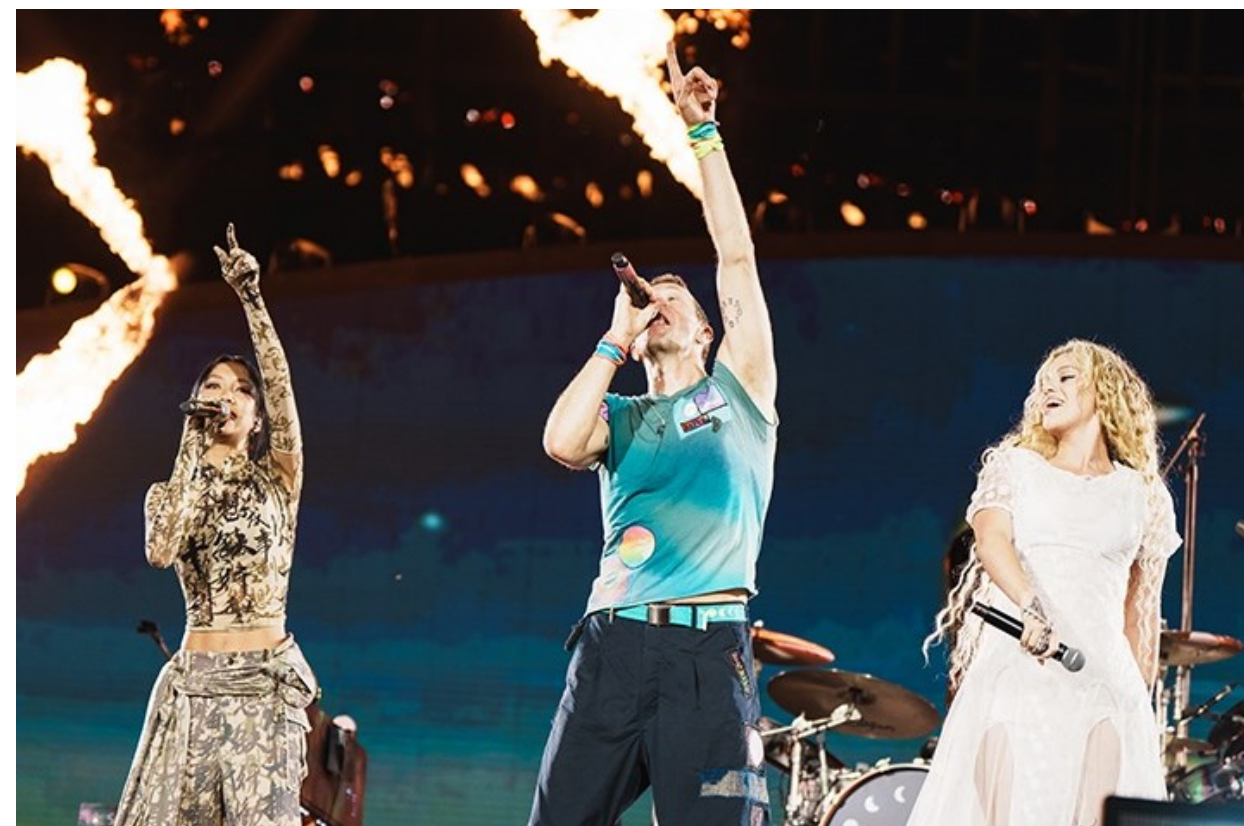
2 Source: CSM Media Research HKTAM from 1H 2025 & 1H 2024 monthly average; Weekday 18:55-24:05



Entertaining Audiences in Hong Kong and Beyond



Talent



Marf @ COLLAR // Coldplay's "Music Of The Spheres World Tour" in Hong Kong

- Collaborations with international artistes such as **Coldplay**, **Sunmi**, and **Karencici**
- Participation by our in-house artistes **MIRROR** and **COLLAR members** in international productions, starring alongside renowned foreign stars such as **Toby Stephens** and **Lee Je-hoon**
- Strengthened fan connections and brand recognition with large-scale fan meets



Event



ERROR What's Going Wrong 2025 Concert

- **7 sold-out concert series**, including MIRROR sub-unit's *Manifest / W.T.F.* and YOASOBI's *超現實 cho-genjitsu*
- Strong line-up planned in 2H with **10 more concert series**. Extra shows added due to strong demand
- Diversified revenue streams and grew live entertainment presence through **investments in theater plays**



Content



Where is My Fifteen Minutes

- High-quality programs for ViuTV featuring our in-house artistes. Signature **crossover with Sony Music's YouTube channel** and our flagship music program *CHILL CLUB X FIRST TAKE: THE STAGE OF VOICE*
- Expanded distribution for titles produced by award-winning creatives – *What If (三命)* available in 18 markets
- Original production **entering new markets** – *Mad Fate (命案)* prepares for release in Japan

Financial Overview

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Marco Wong

Head of Investor Relations





Resilient Performance with Growth in Mobile and TSS

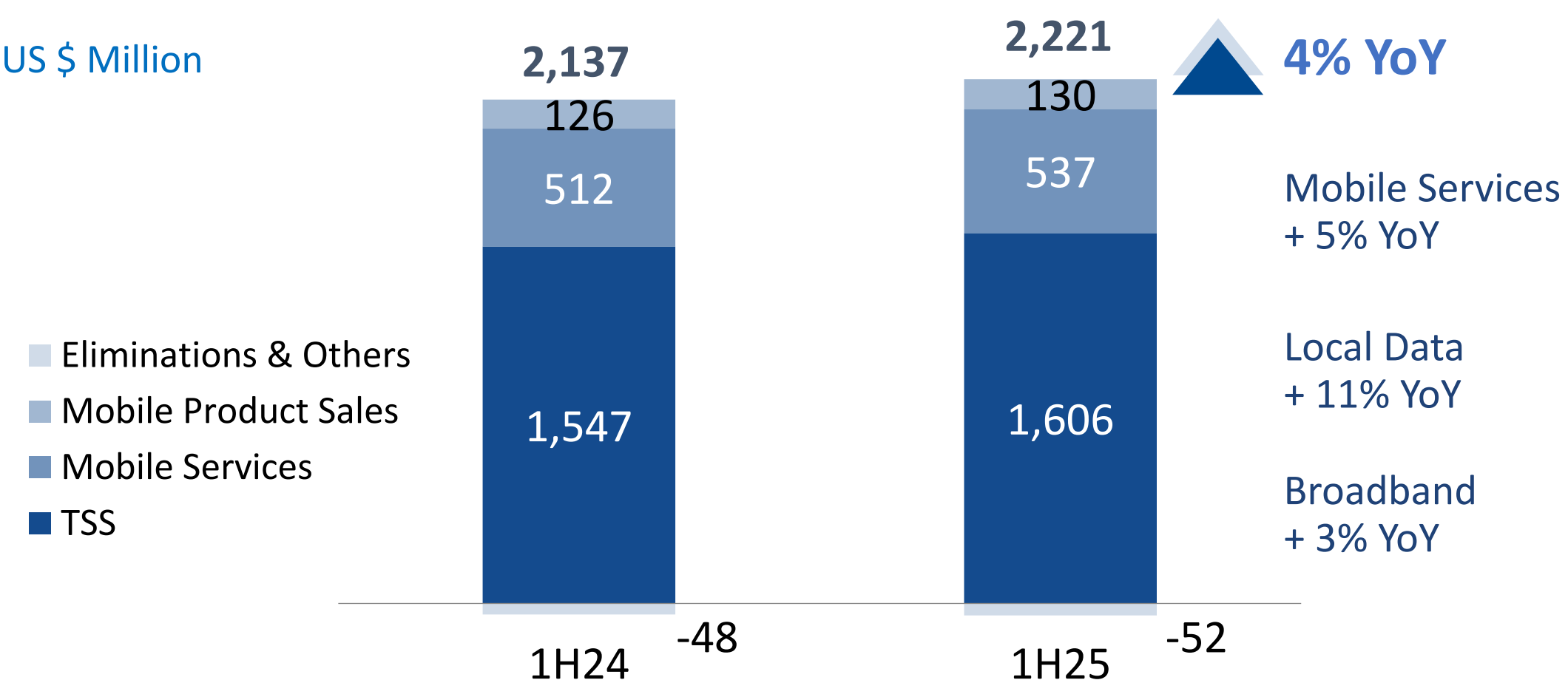
HKT

Adjusted Funds Flow grew to US\$328 million. Interim Distribution of 33.80 HK cents per SSU



HKT Revenue

US \$ Million

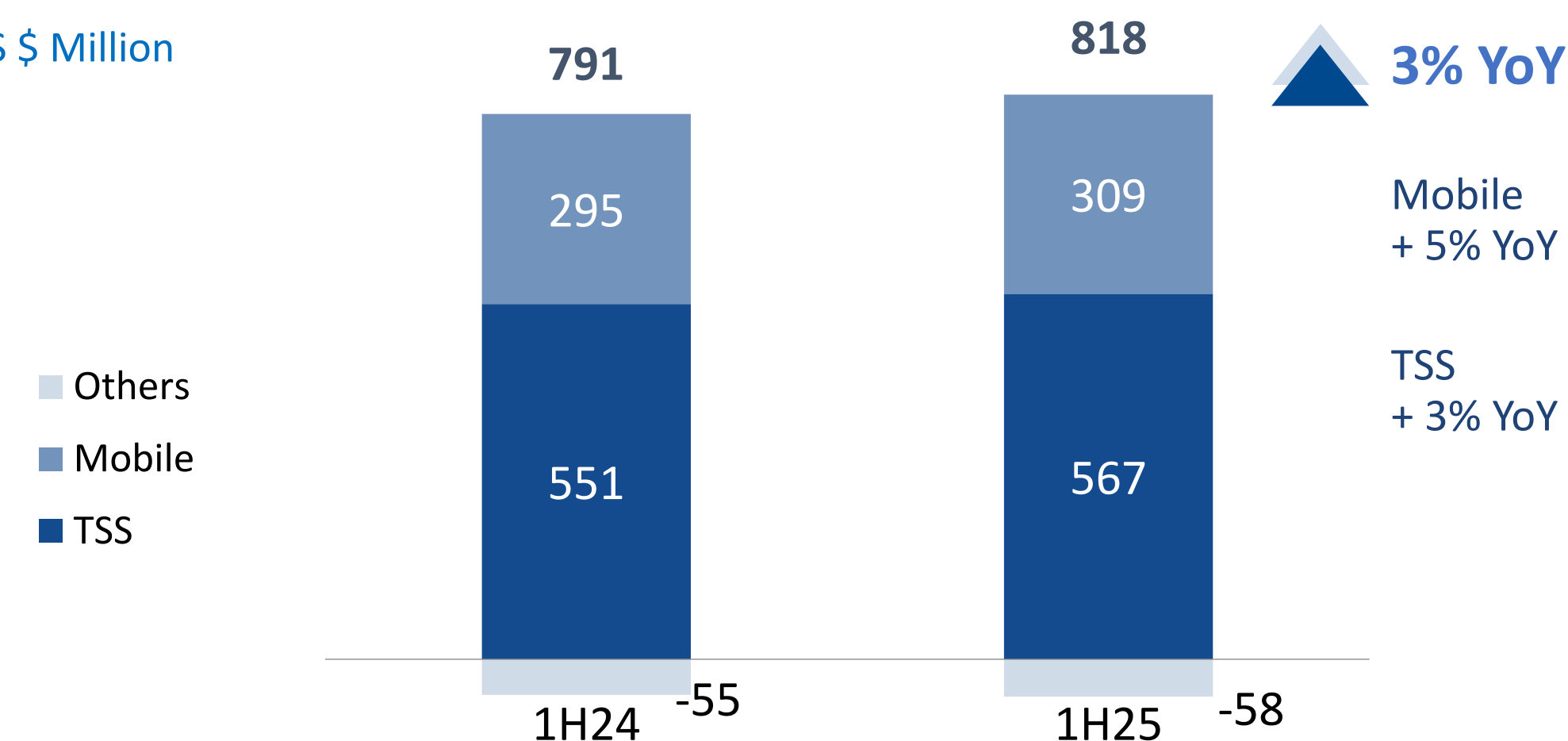


- Local data revenue grew 11% driven by accelerated demand for our digital transformation solutions as enterprise customers refresh their technology stacks for AI deployment and supply chain management
- Broadband revenue grew 3% from ongoing demand for our high-bandwidth, ultra low-latency fibre services
- Mobile services revenue grew 5% driven by growth in roaming services, post-paid customer base, mobile wholesale revenue and demand for enterprise solutions deploying 5G and IoT technologies



HKT EBITDA

US \$ Million



HKT EBITDA Margin

Total

1H24

1H25

37%

37%

Excl. Mobile Product Sales

39%

39%

- EBITDA increased by over 3% with overall EBITDA margin steady at 37%



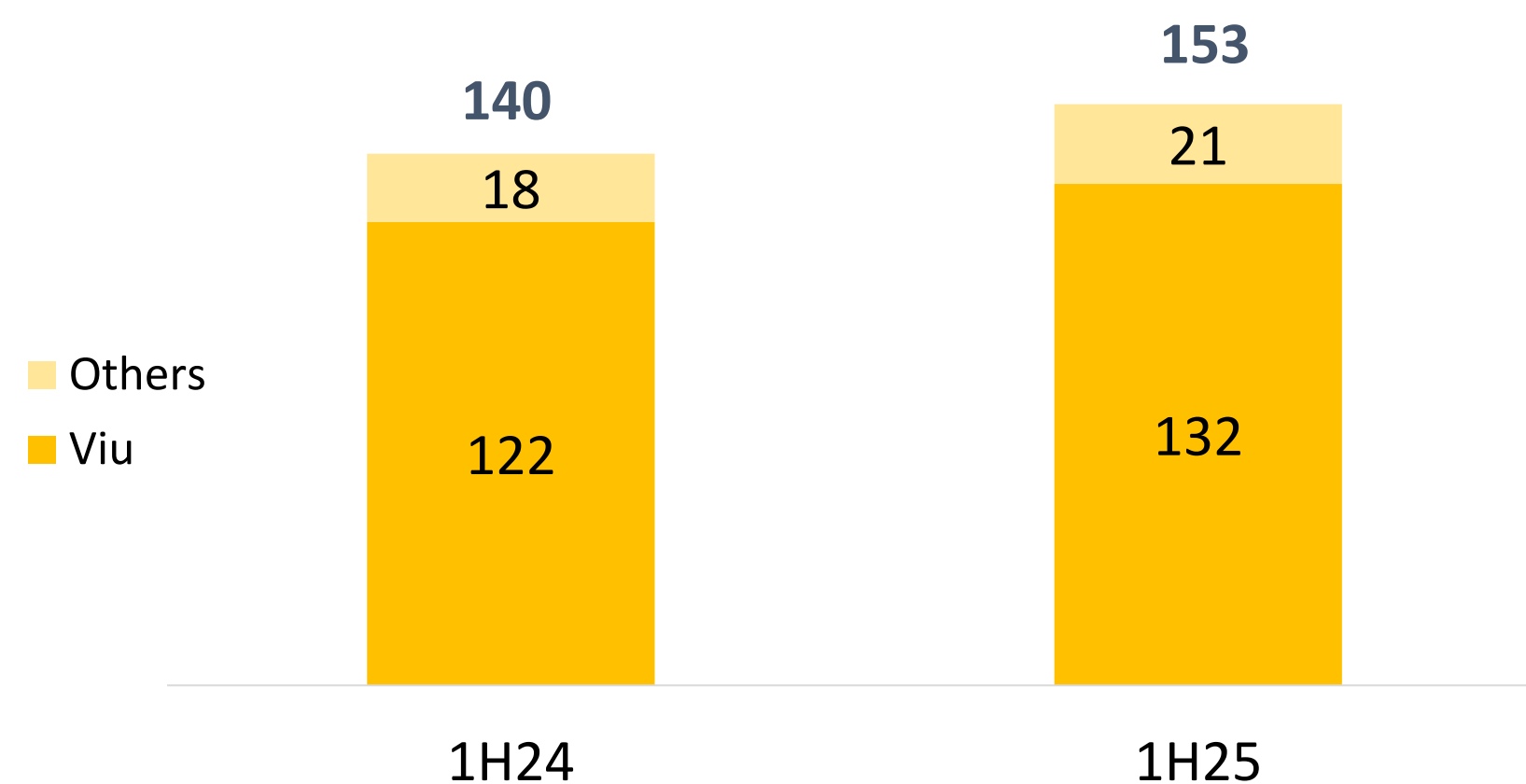
Growing Scale and Profitability Propelling Viu Towards Positive Cashflow



OTT Business Revenue

US \$ Million

▲ 10% YoY



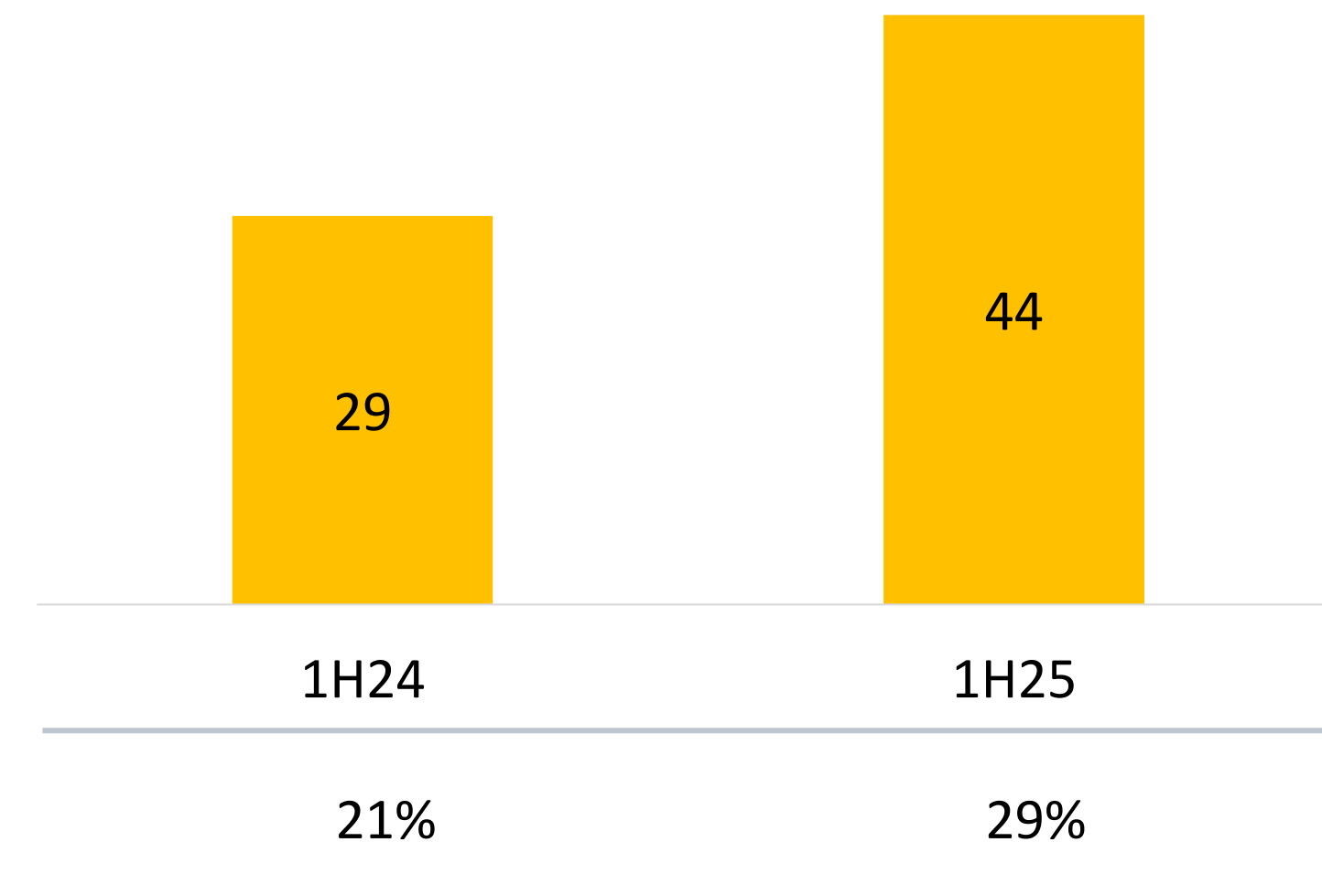
- Significant revenue growth of **27%** in Viu's subscription and advertising businesses
- Overall growth was partially offset by softer syndication and event revenues in the first half due to timing of major content launches scheduled for the second half



OTT Business EBITDA

US \$ Million

▲ 51% YoY



- Remarkable increase in EBITDA by **51%**
- Margin expansion by **8 p.p.** to **29%**, supported by optimised content offerings and enlarged scale
- On track to reaching positive cashflow

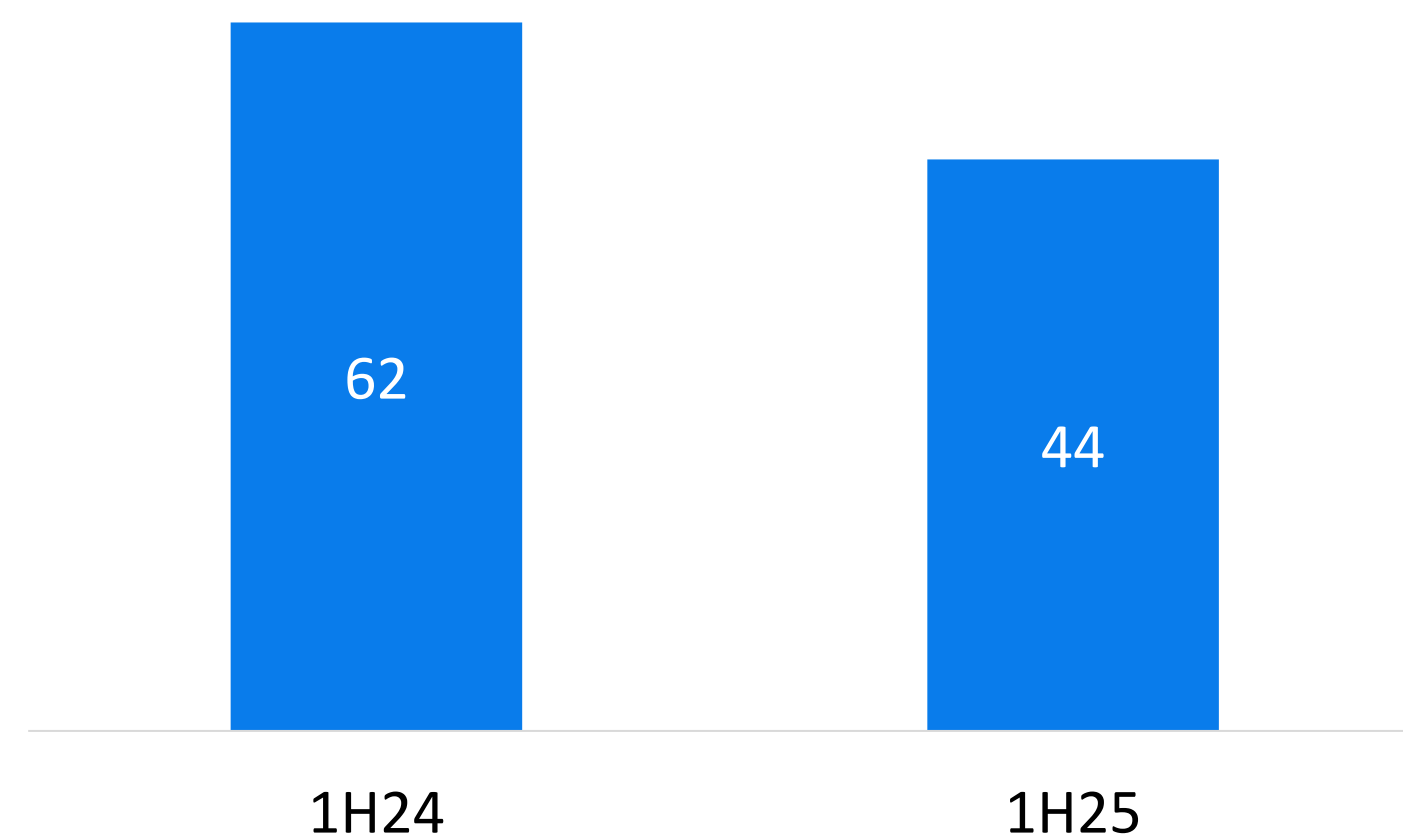


Geared for Rebound with Strong Content and Events Lined Up in 2H



Free TV & Related Business Revenue

US \$ Million

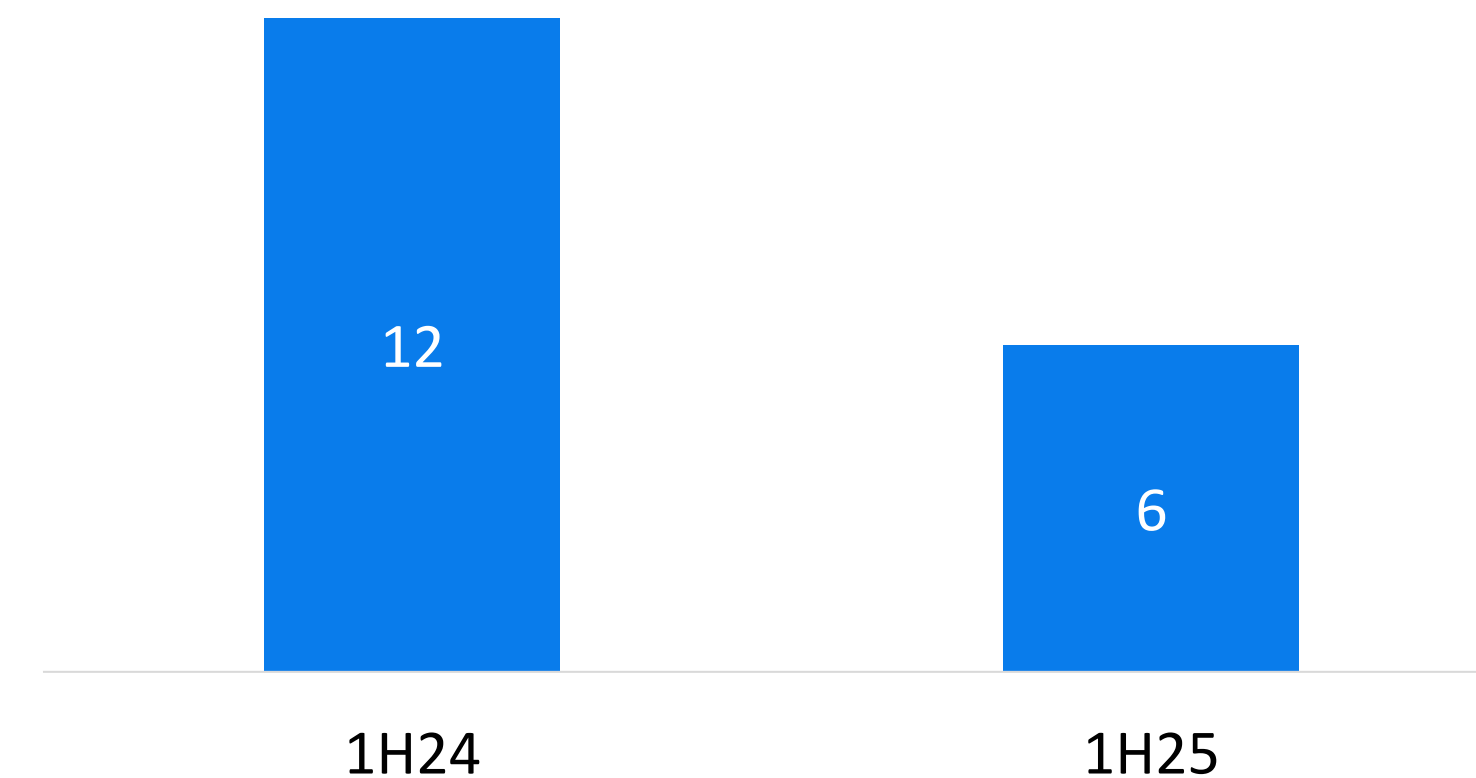


- Lower revenue largely due to timing of the concert and event schedule compared with the prior year
- Stable advertising revenue despite weak consumer spending in Hong Kong
- Popular live events planned for the second half are expected to fuel revenue growth



Free TV & Related Business EBITDA

US \$ Million



- EBITDA and margin decreased as a result of the deferral of event-related revenues
- Line-up of shows in 2H should boost profitability



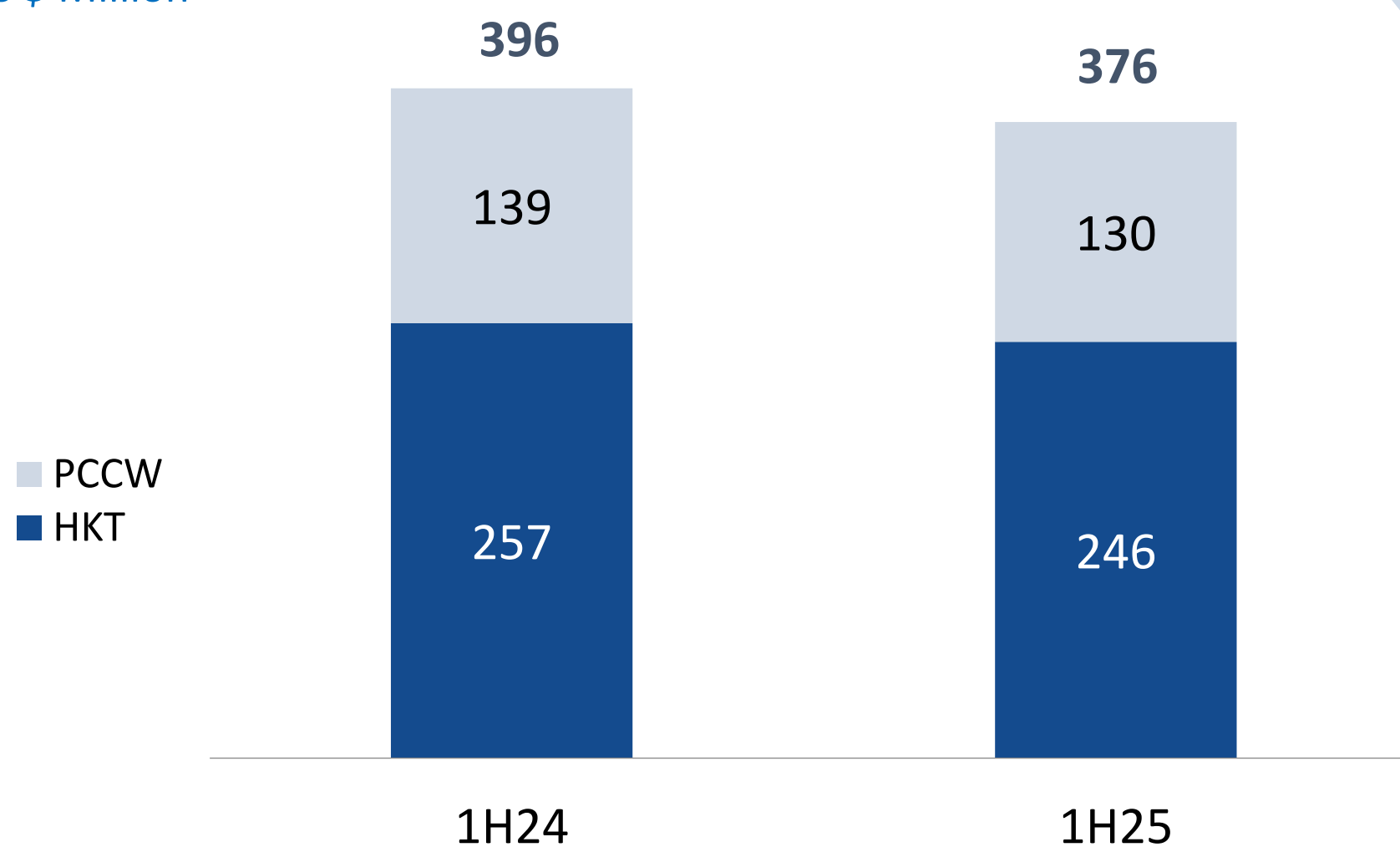
Measurable Success in Efficiency Enhancement and Cost Optimisation



Operating Expenses

US \$ Million

▼ 5% YoY



■ PCCW
■ HKT



Opex decreased by **5%** driven by cost optimisation across the Group



Leveraging its rising brand recognition, the OTT Business enhanced efficiency in its publicity and promotion efforts



HKT reduced opex by **4%** driven by deployment of AI to reshape its workflows and continued efforts in streamlining business structures, workforce optimisation as well as network and IT platform rationalisation



Opex to revenue ratio improved to **15.5%**

Opex/
Revenue
Ratio:

1H24

17.4%

1H25

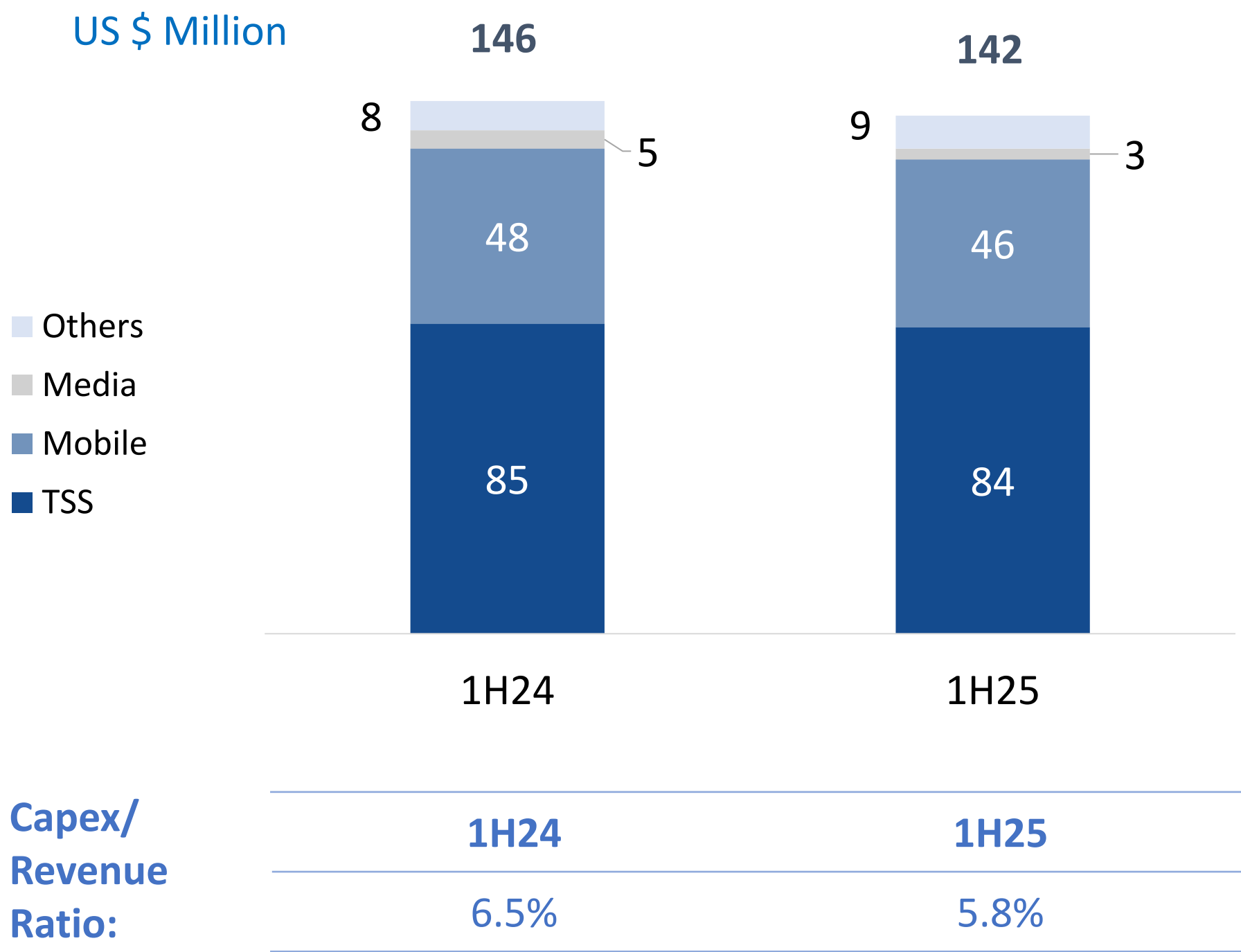
15.5%



Shrewd Capex Investments



Capex



Mobile capex declined by **4%** reflecting the efficiency gains from capacity upgrades and network maintenance following the completion of its territory-wide 5G coverage



TSS capex declined by **2%** with investments largely to support growing demand for its integrated fixed-mobile solutions for enterprise customers



Media capex decreased after completion of the initial phase of its new production studio facilities



Capex to revenue ratio improved to **5.8%**



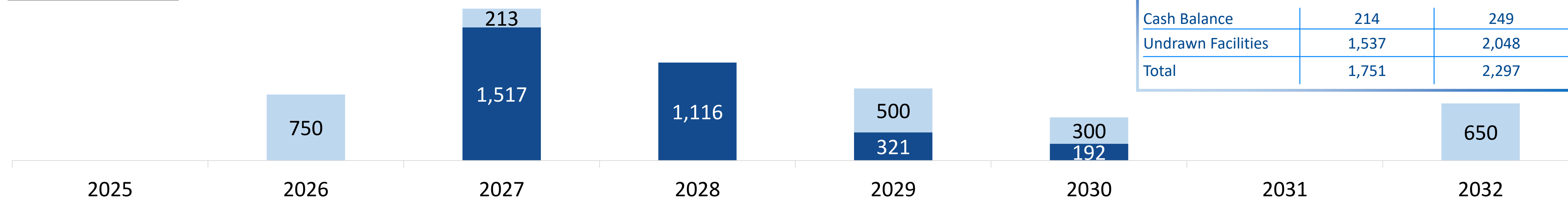
Debt Maturity Profile

(US \$ million)

As of 30 June 2025

HKT

■ HKT Bank Loans ■ HKT Bonds



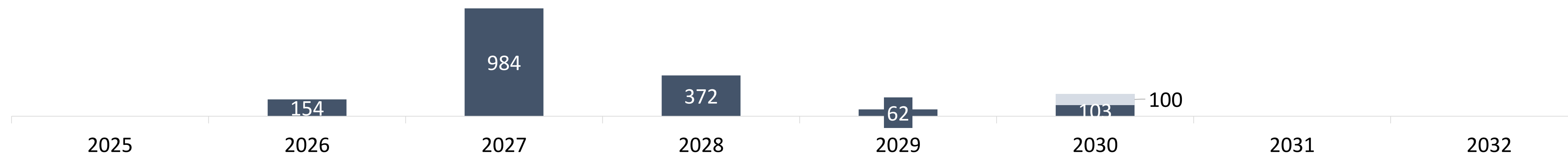
(US\$ million)	As of Jun 2024	As of Jun 2025
Cash Balance	214	249
Undrawn Facilities	1,537	2,048
Total	1,751	2,297

PCCW

■ PCCW Bank Loans ■ PCCW Bonds

(US \$ million)

As of 30 June 2025



- Current mix of fixed and floating rate debt approx. **55:45**
- Effective interest rate approx. **4.1%**
- Average debt maturity approx. **3.1 years**



Healthy Liquidity

As of Jun 2024				As of Jun 2025 ⁽⁵⁾		
US \$ million	Gross Debt ⁽¹⁾	Cash Balance ⁽⁴⁾	Undrawn Facilities	Gross Debt ⁽¹⁾	Cash Balance ⁽⁴⁾	Undrawn Facilities
HKT	5,942	214	1,537	5,568	249	2,048
PCCW	1,287	61	775	1,775	50	784
Total	7,229	275	2,312	7,343	299	2,832
Net Debt⁽²⁾ / EBITDA⁽³⁾	4.21x			4.17x		

1. Gross debt refers to the principal amount of short-term and long-term borrowings
2. Net debt refers to the principal amount of short-term and long-term borrowings minus cash balance
3. Based on net debt as at period end divided by EBITDA for the 12-month period
4. Includes short-term deposits
5. US\$713 million perpetual capital securities are classified as equity