



UEFA EURO 2024™ set to kick off in June
Now TV signs agreement to exclusively broadcast all 51 matches

HKT (SEHK: 6823) – HONG KONG, 21 March 2024 – Now TV has reached an agreement with the Union of European Football Associations (UEFA) to exclusively broadcast all 51 games from the UEFA European Championship 2024 (UEFA EURO 2024) to fans in Hong Kong¹.

The UEFA EURO 2024™ will take place across 10 host cities in Germany, featuring 24 national teams competing for the championship. The tournament will kick off on 15 June (Hong Kong time), with group and knockout matches leading up to the finals on 15 July (Hong Kong time). Hong Kong fans can experience all the live action by tuning in to Now TV, both via a Now TV set-top box and/or Now TV apps on a compatible mobile phone, tablet or smart TV. Viewers can also relive and savour the exciting moments through Now TV's video-on-demand service.

Bruce Lam, CEO, Consumer, HKT, said, "UEFA EURO is one of the most widely watched football tournaments worldwide. We are thrilled to bring all 51 exhilarating matches of the UEFA EURO 2024™ to celebrate a vibrant summer with football fans in Hong Kong and around the globe. This is the fifth time in a row that Now TV has become the official broadcaster for UEFA EURO since 2008, demonstrating Now TV's position as the 'Home of Sports'. Leveraging our extensive experience in producing and broadcasting large-scale international sports events, we will continue to offer the world's best sports actions to our audience."

Derek Choi, Managing Director, Consumer Marketing & Pay TV, HKT, added, "We are looking forward to bringing the European football extravaganza to our audience. With the new service option in the form of an over-the-top (OTT) video-streaming app, we provide customers with enhanced flexibility and convenience. Whether they choose to watch the matches through the Now TV set-top box, or the Now TV apps on smart TVs, smartphones, or tablets without the need for a set-top box installation, they can enjoy a seamless viewing experience across devices wherever they go in Hong Kong, be it at home or on-the-go."

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¹ Exclusive Hong Kong pay TV Broadcaster. UEFA EURO 2024 will be held from 15 June 2024 to 15 July 2024 (Hong Kong time). All matches are subject to cancellation and/or suspension by the organiser. Dates and times of all matches and events may be subject to change from time to time, so please refer to official announcements by the organiser for the latest information. Please note that PCCW Media Limited cannot guarantee the continued availability of the channels, programmes and services on the Now TV services for the entire duration of Event Pass subscription; and it shall not be liable for any unavailability or delay in the broadcast, of any matches and/or programming. Now TV is provided by PCCW Media and is available in designated areas only. Now TV is a registered trademark of the HKT Group.

About HKT

HKT is a technology, media, and telecommunication leader with more than 150 years of history in Hong Kong. As the city's true 5G provider, HKT connects businesses and people locally and globally. Our end-to-end enterprise solutions make us a market-leading digital transformation partner of choice for businesses, whereas our comprehensive connectivity and smart living offerings enrich people's lives and cater for their diverse needs for work, entertainment, education, well-being, and even a sustainable low-carbon lifestyle. Together with our digital ventures which support digital economy development and help connect Hong Kong to the world as an international financial centre, HKT endeavours to contribute to smart city development and help our community tech forward.

For more information, please visit www.hkt.com.

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