



HKT x ViuTV roll out “Reward Yourself, Recharge the City” campaign with malls & merchants to stimulate local consumption

HKT (SEHK: 6823) and PCCW (SEHK: 0008) – HONG KONG, 3 May 2024 – HKT and ViuTV, the free TV service under PCCW, jointly announce the launch of the “Reward Yourself, Recharge the City” campaign, collaborating with local shopping malls, retailers as well as food and beverage (F&B) and entertainment businesses to encourage the public to spend, support local merchants and contribute to Hong Kong’s economy.

Enticing offers from over 70 malls and merchants through multiple channels

The campaign has officially kicked off today. Currently, seven shopping malls and close to 70 merchants have committed to providing a range of offers, including Japanese beef bowls for HK\$10 each, baby pigeons for HK\$9.9 each, half-priced grilled chicken, 50% off second drinks, 63% off skincare and buy-two-get-one-free on red wine. The merchant offers will be promoted for free through ViuTV channels 99 and 96 as well as social media platforms and advertising channels of the Group. They will also be uploaded to the [“Reward Yourself, Recharge the City” page](#) of The Club’s website and mobile app.

Free broadcast of sports events with star-studded support to draw crowds

To attract in-person visitors, the Group is also moving the press conferences for its various concerts and promotional activities for its TV programmes to major malls, including the press conferences for the solo concerts of MIRROR members Ian Chan and Anson Kong as well as UEFA EURO 2024™, further engaging with the audience and drawing foot traffic. Shopping centres across different districts will host free broadcasts of thrilling sports events such as LaLiga and the Premier League in their exhilarating final stage, followed by the French Open, which is among the four Grand Slam tennis tournaments.

Susanna Hui, Group Managing Director, HKT, said, “HKT is deeply connected with the Hong Kong public and different industries. Many shopping malls as well as retail and F&B merchants under chains and SMEs are our important partners. During this challenging time for the local retail and F&B industries, we wish to leverage our extensive ecosystem and business connections to bring together our partners. With comprehensive promotions spanning our online and offline channels, we seek to present offers from malls and merchants to the public and stimulate local consumption.”

HKT employees offered "pocket money" and early afternoon off as incentive for spending

Encouraging its staff to spearhead consumption, the Group is offering HK\$100 as "pocket money" to each of its about 10,000 Hong Kong-based permanent full-time employees. Together with inviting them to leave work early, this not only provides them with an incentive to spend but also enables them to enjoy a happy Friday. The Group hopes to lead the way and drive local consumption, be it big or small, creating a ripple effect to benefit different industries and embodying the true meaning of "recharging the city".

Appendix: Highlight activities & offers from HKT x ViuTV "Reward Yourself, Recharge the City" campaign

Promotional Activities		
Activity	Date & Time	Venue
Premier League: Arsenal vs Bournemouth ¹ (free broadcast)	7:30pm on 4 May 2024	Main Atrium, 1/F, tmtplaza Phase 1, Tuen Mun
Premier League: Arsenal vs Bournemouth ¹ (free broadcast)	7:30pm on 4 May 2024	Event Hall, G/F, Olympian City 2, Tai Kok Tsui
Premier League: Arsenal vs Bournemouth ¹ (free broadcast)	7:30pm on 4 May 2024	Event Hall, Citywalk, Tsuen Wan
Premier League: Arsenal vs Bournemouth ¹ (free broadcast)	7:30pm on 4 May 2024	CGV Cinemas, D2 Place TWO, Lai Chi Kok
IAN CHAN SOLO CONCERT 2024 PRESS CONFERENCE	2pm on 6 May 2024	Concourse Level, apm, Millennium City 5, Kwun Tong
ANSON KONG SOLO CONCERT 2024 PRESS CONFERENCE	2pm on 10 May 2024	Atrium, Level 1, wwwtc mall, 280 Gloucester Road, Causeway Bay
UEFA EURO 2024™ Press Conference (with all members of girl band COLLAR)	12:30pm on 13 May 2024	Concourse Level, apm, Millennium City 5, Kwun Tong

Participating Shopping Malls & Merchants ²	
759 STORE	LOG-ON
Asana 360	Lubuds
AUSupreme	LUCULLUS
B+ab	LUKFOOK JEWELLERY
Bari-uma	Maria's Bakery
Boat One	Maxcare
C.P.U.	Meiriki-JP
Café de Coral	Meka
Chloé Atelier des Fleurs	Miro Bra
:CHOCOOLATE	Nan Fung Group
City Chain	Neal's Yard Remedies
city'super	New Balance
Citywalk	Olympian City
Clarins	OTO
Colourmix	Rituals
Comvita	Runderful
CSL Mobile Limited	Sa Sa
D2 Place	Sake No Wa
Double-park	Sawadee Chef
Enoteca	Sharetea
Francfranc	SKECHERS
Fred Perry	Sportshouse
Fuunmaru	Sunsaibashi
Grand Ballroom	Tai Cheong Bakery
Guerlain	Taipei Canteen
Hang Lung Properties	Tao Heung
Her Own Words	Ten Ren
I.T	THANN
i.t	The history of Whoo
INTIQUE	The Point Kitchen
IZZUE	Tim Ho Wan
JHC	TONYMOLY
Juewei	Tuen Mun Town Plaza
Kiehl's Since 1851	Vita Green
King's Wine Cellar	WingNin Noodle
Lam Heung Ling	Xiaomi
LEE GARDENS (Hysan)	Yoshinoya
Li Ning	

Notes:

¹ Broadcast of matches is subject to shopping mall's final decision. Please contact the respective shopping mall for details.

² List of participating shopping malls and merchants as at 3 May 2024

³ All activities, promotions and offers are subject to relevant terms and conditions. For more details, please refer to: <https://www.theclub.com.hk/zh/reward-yourself-recharge-the-city.html>

- # -

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.

LinkedIn: [linkedin.com/company/hkt](https://www.linkedin.com/company/hkt)

About ViuTV

As the free television service under HK Television Entertainment Company Limited, ViuTV dedicates itself to offering diverse audiovisual entertainment to the Hong Kong audience. Broadcast 24 hours a day in Chinese, ViuTV Channel 99 produces factual entertainment, variety shows, dramas, travelogues, infotainment as well as high-quality news and sports programmes. ViuTVsix Channel 96 presents a wide array of content in English, ranging from talk shows from the United States to classic Hollywood movies and live broadcast of various entertainment and major sporting events.

ViuTV Official Website: www.viu.tv

ViuTV Official Facebook Page: www.facebook.com/ViuTV

For media enquiries, please contact:

HKT

Group Communications

Stella Tsang

Tel: +852 2883 8747

Email: stella.hy.tsang@pccw.com

PCCW

ViuTV

Portia Wong

Tel: +852 3665 5834

Email: portia.wong@viu.tv

Jointly issued by HKT Limited and PCCW Limited.

HKT Limited is a company incorporated in the Cayman Islands with limited liability.