



For Immediate Release

ASTRO SECURES BROADCAST AND DISTRIBUTION RIGHTS FOR HKTV'S CANTONESE TV DRAMAS FOR THE REGION

Hong Kong, 31st October 2014 – Astro Shaw Sdn Bhd, a subsidiary of Astro Malaysia Holdings Berhad (Astro) has secured the rights to broadcast and distribute Cantonese dramas from Hong Kong Media Production Company Limited, a subsidiary of Hong Kong Television Network Limited (HKTV). The deal extends Astro's rights across Southeast Asia, New Zealand and Australia.

HKTV dramas will be a fresh addition to Astro's customers' already extensive line-up of dramas. The much talked about HKTV dramas have been making waves with star studded casts and quality production. As such securing the rights for Malaysia and the region where demand for such content is high, is a coup for Astro.

Choo Chi Han, Astro's Vice President of Chinese Customer Business said, "As a leading content and consumer company we are always on the lookout for great content, good stories and high production values to provide the best entertainment experience to our customers. HKTV Cantonese dramas are absolutely in keeping with this and make Astro the undisputed destination for the best in HK entertainment. Furthermore, our customers will be one of the first in the region to watch HKTV dramas. Viewers can also look forward to being able to watch the content in a manner that suits them best – on linear and on demand, on TV and on any device of their choice through Astro on the Go (AOTG)."

To Wai Bing, Chief Executive Officer of HKTV said, "HKTV devotes to provide high quality entertainment programs to the Chinese community in the region. Not only using Hollywood movie grade filming equipment to enhance visual quality, we have also put every effort in exploring new themes, so as to bring unprecedented and refreshing experiences to the audience. Rooting in Hong Kong, we are glad to work with Astro to extend our reach to Malaysian and Southeast Asia viewers."

Starting 18th November 2014, HKTV dramas will be available on Astro Shuang Xing (Ch. 324) Sundays to Thursdays at 7pm, and on demand via connected PVRs and AOTG.

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About Astro Malaysia Holdings Bhd

Astro Malaysia Holdings Berhad is a leading integrated consumer media entertainment group in Malaysia and Southeast Asia with operations in 4 key areas of business, namely Pay-TV, Radio, Publications and Digital Media. With a customer base of 4.2 million residential customers or approximately 60% penetration of Malaysian TV households, Astro offers 172 TV channels, including 40 HD channels, delivered via Direct-To-Home satellite TV, IPTV and OTT platforms. Astro provides HD, 3D, PVR, VOD and IPTV services through Astro Beyond and Astro On-The-Go. Fulfilling its promise to bridge the digital divide for all of Malaysia, Astro introduced NJOI as an entry-level DTH satellite TV service and is the country's first non-subscription based satellite TV, offering 22 TV and 20 radio channels. Astro Radio includes Malaysia's highest rated stations across key languages and is available on both terrestrial and digital channels, reaching approximately 12.6 million weekly listeners. Its digital arm is involved in digital publishing, applications and platforms as well as publication of entertainment and lifestyle magazines locally.

**About Hong Kong Television Network Limited**

Hong Kong Television Network Limited is a Hong Kong and the U.S. list company (SEHK : 1137; NASDAQ : HKTV). Established in 1992, the Group possesses extensive and successful experience in telecom market liberalization, popularizing advanced technology and applications. The Company strives to expand its foothold to the multimedia and TV industry. Riding on our content library together with strong brand presence in Hong Kong, we are now developing various business models to build a 24-hour "e-Shopping Mall" providing a "one-stop shop" platform to people in Hong Kong, including entertainment, online shopping, delivery service and impressive customer experience.

Media Contact:

Tammy Toh
Vice President, Group Communications
Astro
T: +60 12 322 5184
E: tammy_toh@astro.com.my

Jessie Cheng
Associate Director, Corporate Communications
Hong Kong Television Network Limited
T : +852 3145 4118
E : chengcm@hktv.com.hk