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Television Broadcasts Limited

電視廣播有限公司

(Incorporated in Hong Kong with limited liability)

Stock Code: 00511

Launch of TVB Plus

Reference is made to the announcement of Television Broadcasts Limited (the “Company”) dated 27 November 2023 in relation to, among other matters, the restructuring of our channels.

The board of directors (the “Board”) of the Company is pleased to announce that the Communications Authority has granted approval for the launch of **TVB Plus** (channel number 82) on our domestic free TV platform. This exciting addition will take effect from 22 April 2024. **TVB Plus** is an integrated channel that provides an enhanced viewing experience by integrating free-to-air TV content with interactive content on our digital platforms, including myTV SUPER and TVB social media accounts. It will also serve as a platform for experimental content and formats, expanding our audience beyond traditional viewers.

TVB Plus will offer a diverse range of captivating dramas, non-dramas, finance and sports programmes, with original productions showcasing the expertise of our production team.

In addition to the launch of **TVB Plus**, the Communications Authority has also granted approval for the inclusion of the **Phoenix Hong Kong Channel** (channel number 85) on our domestic free TV platform, effective from 22 April 2024.

As a domestic free TV licensee, the Company is committed to ensuring that our content, whether self-produced or acquired, complies with the applicable regulatory requirements in Hong Kong.

By Order of the Board
CHAN Shu Hung
Acting Company Secretary

Hong Kong, 15 April 2024

As at the date of this announcement, the Board of the Company comprises:

Executive Chairman

Thomas HUI To

Non-executive Directors

LI Ruigang

Anthony LEE Hsien Pin

Kenneth HSU Kin

Independent Non-executive Directors

Dr. William LO Wing Yan JP

Dr. Allan ZEMAN GBM, GBS, JP

Felix FONG Wo BBS, JP