

YEAH1 GROUP ANNOUNCEMENT

Exclusive Digital Collaboration to Develop Localized Co-Branded YouTube and Facebook Channels in Vietnam and Thailand

VIETNAM/THAILAND, 27 December - Yeah1 Network (Y1N), a Subsidiary of Yeah1 Group (YEG) and **Viacom International Media Networks (VIMN)**, a division of Viacom Inc. (NASDAQ: VIA, VIAB), announced an exclusive digital collaboration to offer Nickelodeon content through localized co-branded Y1N and Nickelodeon channels on YouTube and Facebook, accessible to fans in Vietnam and Thailand from 2019. This collaboration will feature short-form content and include hit Nickelodeon animations such as *SpongeBob SquarePants*, *PAW Patrol*, *Blaze* and *Dora the Explorer*, which local audiences can access on a VOD basis in their local languages.

Character: SpongeBob SquarePants



Character: PAW Patrol



Character: Blaze



Character: Dora the Explorer



“As we seek to expand our stable of high quality children’s content, we are excited to add Nickelodeon content to our platforms. We expect to build the largest kids’ community on YouTube and Facebook with the support of such kid titles,” said Mr. Tri Phuc Dao, CEO, YEG.

“The introduction of localized co-branded Nickelodeon channels along with Y1N on these digital platforms is a first for us in Southeast Asia. It will enable our audiences to discover new ways to engage with us, and whet their appetite for even deeper engagement on other platforms in these markets. We will do this by working with Viacom Digital Studios, and harness the power and scale of Viacom’s global short-form content engine in Vietnam and Thailand,” said Paras Sharma, Senior Vice President and General Manager, Southeast Asia, Viacom International Media Networks.

About YEG

YEG is Vietnam’s largest multi-channel media ecosystems operating TV channels, Movie studios, Digital YouTube Network as well as strong capabilities in digital publishing.

Y1N is a subsidiary of YEG and is Asia’s Largest YouTube Multi-Channel Network (MCN). Y1N along with other owned and controlled MCN’s of YEG (including SpringMe & SoBig) in aggregate generate over 4 billion views per month with over 170m subscribers

YEG is listed on the Ho Chi Minh Stock Exchange under the ticker symbol “YEG”

About Viacom International Media Networks

Viacom International Media Networks (VIMN), a unit of Viacom Inc. (NASDAQ: VIAB, VIA), is comprised of many of the world’s most popular multimedia entertainment brands, including MTV, MTV LIVE HD, Nickelodeon, Nick Jr., Comedy Central, Paramount Channel, BET and more. Viacom brands reach more than 3.8 billion cumulative subscribers in 180+ countries and territories via more than 200 locally programmed and operated TV channels and more than 550 digital media and mobile TV properties, in 40 languages. Keep up with VIMN news by visiting the VIMN PR Twitter feed at www.twitter.com/VIMN_PR. For more information about Viacom and its businesses, visit www.viacom.com, blog.viacom.com and the Viacom Twitter feed at www.twitter.com/Viacom.

About Nickelodeon International

Nickelodeon, now in its 39th year, is the number-one entertainment brand for kids. It has built a diverse, global business by putting kids first in everything it does. The company includes television programming and production in the United States and around the world, plus consumer products, digital, recreation, books and feature films. Nickelodeon is one of the most globally recognized and widely distributed multimedia entertainment brands for kids and family, with 1.2 billion cumulative subscriptions in more than 500 million households across 170+ countries and territories, via more than 100+ locally programmed channels and branded blocks. Outside of the United States, Nickelodeon is part of Viacom International Media Networks, a division of Viacom Inc. (NASDAQ: VIAB, VIA), one of the world’s leading creators of programming and content across all media platforms. For more information about Nickelodeon in Asia, visit www.nick-asia.com. Nickelodeon and all related titles, characters and logos are trademarks of Viacom Inc.
