



For immediate release

3 Hong Kong's newly-opened 3LIVE flagship store covers more than 5,000 square feet on Causeway Bay's Yee Wo Street and features 7 thematic zones

- **Presents "3" as a lifestyle brand serving the everyday needs of tech-savvy customers**
- **Covers 5,000-plus square feet in a prime location and aims to become a popular hang-out for digital citizens**
- **Provides customer service, handles payments and boasts seven thematic zones to illustrate lifestyle trends - Hall of Fame, World Travellers' Zone, Smartphone and Accessory Zone, VR and Gaming Zone, Entertainment Zone, 3Workshop and Coffee Corner**
- **Limited-availability offers available to celebrate 3LIVE's launch**

Hong Kong, 31 October 2017 - 3 Hong Kong, a subsidiary of Hutchison Telecommunications Hong Kong Holdings Limited (HTHKH; stock code: 215), today announced launch of the 3LIVE flagship store on Causeway Bay's Yee Wo Street.

The new shop comprises seven thematic zones and highlights concepts promising a new lifestyle experience. What's more, anyone subscribing to mobile service[®] at the 3LIVE store during the promotional period can take advantage of limited-availability offers.

New outlet covers 5,000-plus square feet in the city centre

The two-storey 3LIVE store sports a simple contemporary design, covers more than 5,000 square feet and features advanced technologies to project the brand's attributes of innovation, stylishness and energy, alongside 3 Hong Kong's attentive service.

HTHKH's Executive Director and CEO, Cliff Woo, said: "We named our flagship store 3LIVE because mobile communications has become an integral part of everyday life. A prime location in the city centre allows us to add a touch of urban vitality to the store. In fact, the spacious environment with seven thematic areas highlights the latest mobile trends, thereby presenting 3 Hong Kong as a brand that assists customers in the way they run their day-to-day lifestyles."

He added: "The lively 3D interior design reflects 3 Hong Kong's leading market position and highlights a diverse range of products. This new outlet represents a milestone for 3 Hong Kong and allows us to organise activities that will see the store become a popular hang-out for Hong Kong's tech-savvy digital citizens."

Seven thematic zones illustrate mobile lifestyle trends

The 3LIVE store adopts a white and grey colour scheme, creating a cool and chic ambience. It is divided into seven delicately-designed mobile service zones, while offering a view of the past, present and possible future of Hong Kong's telecoms industry.

- **Hall of Fame:**
This zone features nearly 30 classic mobile phones, including the world's first commercial mobile from Motorola in 1984, alongside Hutchison Telecom's 1992 Tien Dey Seen handset, Nokia's popular 1997 sliding phone, and the first 3G iPhone launched in greater China by 3 Hong Kong in 2008 - all offering a historic view of the way Hong Kong's telecoms industry has developed
- **World Travellers' Zone:**
3LIVE ambassadors will be on hand to answer questions regarding roaming. Visitors can also take photos against 3D backdrops of popular overseas landmarks such as London Bridge. Backdrop themes will be updated constantly to create novelty value. Visitors can also benefit from the "Shot n' Print" service provided by the ambassadors.
- **Smartphone & Accessory Zone:**
This showcases the latest flagship devices from various brands and enables customers to try out new products in a spacious and comfy environment. 3 Hong Kong will collaborate with certain brands to establish designated areas in which the latest telecoms trends can be demonstrated. Shop ambassadors will also provide visitors with details and features of the latest products.
- **VR and Gaming Zone:**
Displaying all the latest virtual reality (VR) and gaming devices, this zone showcases Acer Predator's latest series of gaming computers, plus Tobii, the innovative screen with eyeball-tracking function. Gamers can identify enemies by changing line of sight, and aim at targets. VR devices will soon be added, so visitors can switch between virtual reality and the real world, while witnessing new technological trends.
- **Entertainment Zone:**
Visitors can enjoy high-quality music from KKBox and other music service providers via headsets provided. A large stage will accommodate a variety of performances and activities such as gaming competitions, mini concerts and festive events.
- **3Workshop**
This experience zone has been designed to serve individual and corporate customers. Activities and free workshops will cover a wide range of topics such as getting the best from smartphone functionality, mobile security, NB-IoT

applications and big data. 3 Hong Kong's skilled service ambassadors will explain all the latest mobile trends.

- **Coffee Corner:**

Freshly-brewed coffee will be available to privileged customers, who will receive a special SMS containing a QR code entitling them to a free cup of 3LIVE coffee during the promotional period.

Limited-availability offers help celebrate 3LIVE's launch

Customers subscribing to 3 Hong Kong's mobile service, along with purchase of a handset¹, at 3LIVE before 31 December 2017 will receive free fLAT5 Forte Two in-ear earphones (worth HK\$680), while those subscribing to designated SIM monthly plans² will be entitled to waiver of a month's service fee.

Customers can also purchase a ³Samsung Galaxy J1 for just HK\$499 (normally HK\$998) when subscribing to service, renewing a contract or purchasing a handset during a contract period and signing a new contract.

The 3LIVE flagship store can be found at Shops A and F of the ground floor and basement in the McDonald's Building at 46-54 Yee Wo Street, Causeway Bay - and is open for business from 10:30am to 10:30pm, Monday to Sunday.

Terms & Conditions:

The above-mentioned offers are valid until 31 December 2017 (excluding certain date).

1. Customer is required to subscribe to a designated handset and monthly plan including a designated VAS package. He/she must commit to a designated contract and prepayment amount (rebated to a customer's account by installments during the contract period) and pay the first month's service fee. Customer is also required to pay an administration fee of \$18 per month. Earphones are available while stocks last.
2. Customer is required to subscribe to a designated 4G/4.5G SIM monthly plan and commit to a 25-month contract and pay an administration fee of HK\$18 per month. The monthly fee rebate will be credited to the customer's 25th bill (administration fee of HK\$18 not included). A HK\$100 SIM card fee is payable and shall be refunded to a customer's account after the first month of a contract period.
3. Customer can purchase the handset when subscribing to a designated mobile service or renewing a service contract. Each customer can purchase a maximum of two handsets while stocks last.

The above-mentioned offers are applicable to new and select existing customers. Terms & Conditions apply. Please contact 3Shop staff for more information on offers and service plans.

All promotional offers and periods are subject to final decisions made by the company. 3 Hong Kong reserves the right to change content without notice.

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About 3 Hong Kong

3 Hong Kong is a leading mobile communications service provider and the only local operator to own blocks of spectrum across the 900MHz, 1800MHz, 2100MHz, 2300MHz and 2600MHz bands. 3 Hong Kong offers cutting-edge data, voice and roaming services under the "3" brand via far-reaching advanced 4G LTE, 3G and 2G networks. 3 Hong Kong also works with renowned partners to offer a wealth of innovative mobile devices and value-added services, while providing high-speed Wi-Fi at 3 Hong Kong's hotspots to serve Hong Kong's major areas. 3 Hong Kong is the mobile division of Hutchison Telecommunications Hong Kong Holdings Limited (stock code: 215), a group member of CK Hutchison Holdings (stock code: 1).

For more information on 3 Hong Kong, please visit www.three.com.hk.

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