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Press Release

For Immediate Release

## **3Macau Launches Local and Cross-regional Protective Measures for Data Services**

Macau, 11 April 2011 — With mobile data services gaining unprecedented popularity in recent years and Macau citizens eager to adopt data devices such as smartphones, local and cross-regional roaming mobile data usages have seen very rapid growth. In view of this market trend, 3Macau has launched a number of protective measures that provide peace of mind for its customers when they mobile surf at home or abroad.

### **Protective Measures for Peace of Mind**

"3Macau maintains close ties with DSRT and has implemented protective measures for users of comprehensive telecommunications services to fully protect customer interests. We launched our first 'EasyPlus Flexible Local Data Plan' in 2008 to enable our customers to enjoy local data service without worrying about excessive fees, and plan to join hands with telecom carriers in other areas to launch roaming services at a daily or monthly rate. We strive to provide new services so our customers can mobile surf anytime, anywhere at a reasonable cost and facilitate the development of mobile data services in Macau. We will continue to work closely with DSRT to ensure maximum protection for our customers," said Mr. Ho Wai Ming,



A member of the HTHKH Group  
A Hutchison Whampoa Company

Chief Executive Officer of 3Macau.

### **Local Data Usage Ceiling Charge**

To ensure our customers enjoy optimal mobile data usage and peace of mind, 3Macau has set the "Local Data Usage Ceiling Charge" at a maximum price of 500 Macau Pataca (MOP). If a customer consumes over MOP\$500 of local data usage, 3Macau will cap the charge for that month at MOP\$500, giving customers peace of mind as their expenses on local mobile data usage will always be within budget.

### **Exclusive "EasyPlus Flexible Local Data Plan"**

3Macau further enhanced its exclusive "EasyPlus Flexible Local Data Plan" in August 2010 offering the only flexible and more diversified charging options for mobile users in Macau. For only MOP\$23 per month, 3Macau customers can enjoy 200MB of local mobile data usage, and if their usage exceeds 200MB, the thereafter charge of MOP\$0.02/KB will apply to the excess data. On the billing date of each month, 3Macau adjusts the charges based on the customer's total data usage to ensure customers are always billed under the most favourable data plan. The maximum monthly charge for local data usage is MOP\$168 under this flexi-charging plan, which ensures a hassle-free experience for smartphone, tablet PC or notebook users.

For example, Chan Tai Man's total data usage is 250MB on his billing date. Under 3Macau's "Local Data Usage Ceiling Charge" service, his maximum mobile data charge is MOP\$500 (Otherwise he would have to pay  $MOP\$0.02 \times 250 \times 1,024KB = MOP\$5,120$ ). But since he has subscribed to the "EasyPlus Flexible Local Data Plan", he now only pays MOP\$48 in monthly mobile data charge, MOP\$452 less than someone who has not registered for the plan.

### EasyPlus Flexible Local Data Plan

EasyPlus Flexible Local Data Plan	Local Mobile Data Usage	Thereafter Data Charges
MOP\$23	200MB	MOP\$0.02 / KB
MOP\$48	400MB	MOP\$0.02 / KB
MOP\$68	1G	MOP\$0.02 / KB
MOP\$88	2G	MOP\$0.02 / KB
MOP\$168	Unlimited Usage	Not Applicable

Note : All mobile data usage is subject to "3Macau Service Usage Policy".

### Roaming Data Usage SMS Alert

3Macau also provides "Roaming Data Usage SMS Alert" service. When a customer starts using cross-regional data roaming services outside Macau, 3Macau will instantly send an SMS alert reminding the user that mobile data roaming services are in process. When the fees of a customer's data roaming usage exceed MOP\$500, MOP\$2,000 and MOP\$5,000, the system also automatically sends out an SMS alert.

Moreover, customers can conveniently access to "Roaming on/off Service" by entering easy codes via mobile phones anytime, anywhere.

## Roaming on/off Service

Easy Codes	Functions	Reply Messages	Confirmation Messages After Successful Activation / Suspension of Services
* 86 #	Activate Roaming Services	Request in progress	Your international roaming service is activated.
# 86 #	Suspend Roaming Services	Request in progress	Your international roaming service is temporarily suspended.

For enquiries about 3Macau's local and cross-regional protective measures for data services, please call 3Macau's Customer Services Hotline on 1118, or visit any 3Shop or [www.three.com.mo](http://www.three.com.mo).

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