



3 Hong Kong partners with WhatsApp to “Free the World” with the first ever “WhatsApp Roaming Pass”

- Partnership with the world’s leading instant messaging application developer spawns innovative service plans
- Unprecedented global service means customers can enjoy hassle-free WhatsApp functionality at 78 destinations for a \$48 daily flat rate
- Customers can use all functions of WhatsApp in Hong Kong for \$8 per month with no extra data charges incurred

Hong Kong, 12 September 2012 - 3 Hong Kong, the mobile telecommunications division of Hutchison Telecommunications Hong Kong Holdings Limited (HTHKH; stock code: 215), today announced a tie-up with WhatsApp Inc., the world’s leading instant messaging application developer. Under the theme banner, “Free the World”, the two companies will launch the innovative WhatsApp’s local data pack and roaming pass, enabling customers to enjoy hassle-free WhatsApp service, including messaging as well as photo and location-sharing functions.

Innovative service plans result from partnership with WhatsApp - the world’s leading instant messaging application developer

Starting 18 September, 3 Hong Kong customers will enjoy hassle-free WhatsApp service in Hong Kong and overseas. They will have free access to all WhatsApp functionality in Hong Kong, including location-based services and messaging, as well as the facility to share photos, videos, sound files and contacts. All this becomes available by subscribing to the “WhatsApp Data Pack” for a monthly fee of \$8, with no impact on data usage provided by a customer’s existing 3 Hong Kong monthly plan.

Thanks to 3 Hong Kong’s pioneering launch of the world’s first “WhatsApp Roaming Pass”, customers will be able to connect to WhatsApp to send messages and share photos with friends and family at 78 destinations via 93 networks for a daily charge of just \$48. What’s more, 5MB of roaming data usage will be offered to subscribers to meet their needs when traveling.

Amy Lung, HTHKH’s Managing Director - Mobile, said: “3 Hong Kong has a strong track record in working with top-notch partners around the world to equip customers with the best possible communications experience. Last year, Hutchison Telecom Hong Kong formed a strategic alliance with

the Conexus Mobile Alliance and Vodafone. Benefits to customers are now a roaming network service with extended coverage and attractive offers. Today, 3 Hong Kong announced a partnership with WhatsApp - a renowned instant messaging application developer - to launch the world's first "WhatsApp Roaming Pass". The new offer reinforces our already successful 'One Love. One World' brand campaign, while emphasising our creativity and sector leadership."

Jan Koum, WhatsApp CEO and co-founder, said: "Since launch, WhatsApp has spread virally among smartphone users all over the world. More than 10 billion messages are now delivered every day, representing a tenfold increase over last year. In fact, we expect that growth trend to continue. We understand that users also want to enjoy WhatsApp in a hassle-free manner when traveling overseas. Leveraging the extended roaming coverage provided by the strategic partnership between Hutchison Telecom Hong Kong, the Conexus Mobile Alliance and Vodafone has enabled us to launch the world's first "WhatsApp Roaming Pass", which will benefit 3 Hong Kong users by providing unprecedented mobility when using WhatsApp abroad."

For further details on 3 Hong Kong's "WhatsApp Roaming Pass" and "WhatsApp Data Pack", please call our sales hotline on 3166 2222, visit any 3Shop or go to www.three.com.hk.

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