



3 Hong Kong collaborates with the Fixmo defence-grade mobile risk management solution developer to protect smartphone users' personal and enterprise data with launch of "3 Super Safe"

- **Nearly 90% of smartphone users have not installed security software**
- **Combining anti-theft, anti-virus and data protection in one application, "3 Super Safe" is available for a special offer price of HK\$18 per month**
- **3 Hong Kong and Fixmo aim to raise mobile security awareness with launch of the high-grade security solution**

Hong Kong, 26 November 2012 - 3 Hong Kong, the mobile telecommunications division of Hutchison Telecommunications Hong Kong Holdings Limited (stock code: 215), today announced that it has become the first local operator to partner with Fixmo, a defence-grade mobile risk management solution developer in Canada. The result is launch of the exclusive "3 Super Safe" mobile device management application, which combines anti-theft, anti-virus and data protection features to help customers protect their private data in smartphones and minimise cost and inconvenience in the event of handset loss.

Huge potential for mobile device management applications

Hong Kong has seen incidence of mobile theft and snatch cases rise over recent years, with an increase of nearly 25%¹ from 2009 to 2011. Last year, for example, about 20 mobile phones were lost or stolen in Hong Kong each day¹. A recent survey also showed that nearly 90% of smartphone users have not installed security software, and indicated that the general public's awareness of mobile security and private data leakage has room to improve². These figures demonstrate rising market demand for mobile device management applications.

All-in-one protection available for a special offer price of HK\$18 per month

Developed and managed by Fixmo, the "3 Super Safe" app runs on Android or iOS platforms³ and provides useful functionality. Users can control functions remotely via the "3 Super Safe" website. These include tracing a handset when lost, controlling a device's audio alarm deterrent feature or activating the camera function to photograph the face of a thief or location. Even if a handset cannot be found, the user can avoid personal data leakage by remotely adding a protection key through the website, and deleting all data from the device. In addition, users can regularly back-up a handset's data - including phone books, music, photos, video clips and SMS - on a secure and reliable cloud computing platform to prevent data loss.

As well as featuring an anti-virus function, "3 Super Safe" provides an alert to suspicious Wi-Fi hotspots. This helps prevent a customer's handset from being infected by viruses and malware, or connecting to a low-security and therefore high-risk hotspot. The "3 Super Safe" app is currently available from the Google Play Store and Apple App Store³ for HK\$28 per month. Users subscribing to 3 Hong Kong's mobile service can enjoy the service at a special rate⁴ of \$18 per month.

High-grade security solution raises mobile security awareness

Amy Lung, HTHKH's Managing Director - Mobile, said: "3 Hong Kong understands our customers' personal data concerns, and is therefore committed to seeking high-standard mobile risk management solutions. We are pleased to partner with Fixmo to introduce Canada's advanced mobile security technology to Hong Kong, and deliver the "3 Super Safe" smartphone management application. This



enables both corporate and consumer smartphone users to enjoy peace of mind in the mobile communications world. In addition, "3 Super Safe" serves to raise awareness of mobile security issues and encourages users to protect personal data and privacy."

Fixmo CEO Rick Segal said: "The "3 Super Safe" solution combines Fixmo's proven defence-grade mobile security technology with 3's world-class services and support. Together, we are helping consumers and business professionals maintain their privacy, protect their personal data and enjoy a safe and secure mobile experience on the 3 network."

For further details on "3 Super Safe", please call 3 Hong Kong's sales hotline on 3166 2222, visit any 3Shop or go to www.three.com.hk.

Sources:

- 1 *Document of Legislative Council meeting on 6 June 2012.*
- 2 *Results of Privacy Awareness Survey on Smartphones and Smartphone Apps released by the Office of the Privacy Commissioner for Personal Data of Hong Kong in November 2012.*
- 3 *iOS version will be launched soon. Some functions may vary from OS.*
- 4 *Users must choose "3 Super Safe" as a value-added service when subscribing to a service plan. The monthly "3 Super Safe" fee will become \$28 after a service contract ends.*

- Ends -

About 3 Hong Kong

3 Hong Kong is a leading mobile service provider with the largest amount of available radio spectrum for service provision in Hong Kong. Leveraging its 4G LTE, 3G and GSM dual-band networks, 3 Hong Kong provides customers with advanced mobile services on voice, data and roaming under the "3" brand. 3 Hong Kong is the mobile operation of Hutchison Telecommunications Hong Kong Holdings Limited (HTHKH; Stock Code: 215). HTHKH is a group member of Hutchison Whampoa Limited (Stock Code: 13). For more information on 3 Hong Kong services, visit www.three.com.hk. For more information on HTHKH, visit www.hthkh.com.

About Fixmo

Fixmo Inc. is the mobile risk management company that helps organisations identify, mitigate and manage the risks associated with mobile devices in the workplace. The company's MRM solutions enable protected and compliant mobile computing, helping organizations embrace a wide range of mobile devices and applications while maintaining system integrity, protecting confidential data and proving regulatory compliance. Fixmo's MRM technology has been developed as part of a Co-operative Research and Development Agreement (CRADA) with the U.S. National Security Agency (NSA). Fixmo is headquartered in Sterling, Virginia and Toronto, Canada (<http://fixmo.com>).

Media enquiries:

3 Hong Kong

Ada Yeung
Corporate Communications
Work: +852 2128 3108
Email: ada.yeung@hthk.com

Jan Chan
Corporate Communications
Work: +852 2128 3162
Email: jan.chan@hthk.com