

Press Release

Hutchison Telecom Hong Kong Wins Outstanding Customer Service Program Gold Award in Customer Service Excellence Award 2012

Leading the Industry with Launch of Digital Customer Service Platform

Hong Kong, 1 February 2013 - Hutchison Telecommunications Hong Kong Holdings Limited (Stock Code: 215) today announced that its mobile operation 3 Hong Kong has been awarded the Outstanding Customer Service Program Gold Award in the Customer Service Excellence Award 2012, presented by Hong Kong Association for Customer Service Excellence.

In addition, Felix Lai, Assistant Unit Manager – Account Services, Supreme Club, Customer Services of 3 Hong Kong won an Internal Support Service Bronze Award in the Individual Award category.

3 Hong Kong has always been dedicated to meeting customer needs. With its customer-centric philosophy and culture of innovation and excellence, 3 Hong Kong has led the industry by launching a brand new digital service platform.

Our newly established platform comes with a series of digital customer services. Launched in response to the rapid growth of smartphone users and the soaring popularity of the internet-related service, these services increase our customer touch points and enhance service efficiency while catering to the lifestyle and need of today's customers.

3 Hong Kong's success in the Customer Service Excellence Award comes in the first year in which we have participated in the event, demonstrating the market-wide recognition for our digital customer service platform.

3 Hong Kong's new digital services include My3 App, which provides one-stop mobile customer service, and 3Shortcode and 3iChat, which enable customers to seek assistance from an e-CS (Customer Service) ambassador via a website or smartphone anytime, anywhere.

3 Hong Kong has also set up an online education centre with answers to frequently-asked questions and online learning video clips, which deliver tips for making good use of customer service. 3 Hong Kong has also established 3Mall, an online sales channel that provides one-stop online services, including handset purchase, service subscription and service contract renewal, delivering convenient sales service experience to customers. Looking forward, 3 Hong Kong will continue to expand the customer service platform, providing customers with unparalleled customer service.

Organised by the Hong Kong Association for Customer Service Excellence, the Customer Service Excellence Award is now in its 13th year. As a significant annual event in the local customer service industry, the Award is widely-acknowledged as the most stringent and comprehensive in the industry. This event aims at rewarding the excellent performance and achievement of member institutions and their customer service staff.

The judging panel selects the award-winning units based on three major criteria - a mystery shopper survey, a corporate visit and a judging panel interview.

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About Hutchison Telecommunications Hong Kong Holdings Limited

Hutchison Telecommunications Hong Kong Holdings Limited (HTHKH, Stock Code: 215) is a leading integrated telecommunications service operator in Hong Kong. HTHKH provides advanced mobile and Wi-Fi services, residential fixed broadband, residential telephone and IDD services in Hong Kong and delivers mobile services in Macau under the "3" brand. The Company launched 4G LTE service in Hong Kong in 2012, offering data speeds up to 100Mbps. HTHKH also provides sophisticated fixed-line telecommunications solutions to corporate and carrier customers in Hong Kong and around the world under the "HGC" brand. A group member of Hutchison Whampoa Limited (Stock Code: 13), HTHKH deploys the latest telecommunications technology to offer world-class telecommunications services and innovations, setting market trend and steering industry development.

For more information on HTHKH, please visit www.hthkh.com
For 3 Hong Kong services, please visit www.three.com.hk
For 3 Macau mobile services, please visit www.three.com.mo
For HGC fixed-line services, please visit www.hgc.com.hk

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