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For Immediate Release

3 Macau launches "3 - Focus and Enthusiasm" branding campaign to usher in the new era of mobile telecommunications by optimising the network, delivering new products and attentive services

Macau, 6 March 2013 - Hutchison Telephone (Macau) Company Limited (3 Macau), the Macau mobile telecommunications division of Hutchison Telecommunications Hong Kong Holdings Limited (Stock Code: 215), held a "Media Spring Luncheon" today to thank the media for their supports in the past year. 3 Macau also announced its launch of the "3 - Focus and Enthusiasm" branding campaign, highlighting our 3G network optimisation project and the launch of diverse 3G service packages, entering the new era of mobile telecommunications with our customers.

Seize the opportunities to enter the new era with Macau's telecom industry

Ho Wai Ming, Chief Executive Officer of 3 Macau, said at the luncheon, "The opening of Macau telecom market and the implementation of the Hengqin development bring us unprecedented opportunities. This year, we will play an active role in optimising our network and introducing a number of innovative services. In order to provide our customers with professional and attentive mobile services, we will also improve the quality of our front-line customer services. All these are aim at evolving 3 Macau to become a more professional brand."

Focus on network optimisation to provide seamless mobile communications

3 Macau has been focusing on the development of high-quality network. We have carried out a series of network expansion and optimisation projects in recent years, including the rollout of the U900 3G network, serving Macau customers with additional bandwidth to enjoy high-speed data services. We have also expanded the network to support Macau's urban planning, with new rollouts at the University Macau Hengqin Campus, Edificio do lago and Habitacao Social de Seac Pai Vanpublic housing. Additional network base stations and infrastructures will be installed to provide extensive network coverage and seamless mobile telecom services to Macau customers.

New products and attentive service to deliver professional and high-quality user experiences

Besides providing a high-quality network, 3 Macau is also committed to providing customers with innovative products and services. 3 Macau has just launched the "iPhone 5 Macau-Hong Kong one-card-two-numbers" package, which comes with an iPhone 5 subscription offer and one-card-two-numbers service. Customers can enjoy seamless telecom and data services whenever they are in Hong Kong and Macau.

3 Macau has extended its services to different levels in recent years. For example, we launched the "3 Home Delivery Service" last year, enabling customers to enjoy on-site sales service by 3 Macau professional sales staff. With the fast-growing popularity of smartphones, 3 Macau has launched "3 Super Smart Service", a one-stop frontline customer service which includes "3 Super Switch", a one-stop handset data transfer service. "3 Super X-ray", a handset health-check service, will be launched very soon.



A member of the HTHKH Group
A Hutchison Whampoa Company

"3 - Focus and Enthusiasm" branding campaign will commence tomorrow

3 Hong Kong will launch a vibrant promotion campaign to publicise 3 Macau's enthusiastic and professional spirit under the theme of "3 - Focus and Enthusiasm" tomorrow. The new TV commercial will be broadcasted in the evening from 7 March onwards. In the commercial, members of the popular band Soler will act in different ways to illustrate 3 Macau's friendly and professional service attitude, and our focus on providing customers with advanced mobile telecom services.

For enquiries, please call 3 Macau's Customer Service Hotline on 1118, visit any 3Shop or go to www.three.com.mo.

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About Hutchison Telephone (Macau) Company Limited

Hutchison Telephone (Macau) Company Limited (Hutchison Telephone Macau) is a leading mobile service provider in Macau, providing superior voice and data services, innovative and diversified mobile content, IDD and roaming services under the "3" brand through its GSM dual-band and 3G networks. With continued network optimisation and expansion, Hutchison Telephone Macau's 3G network supports high-speed mobile data transfer of up to 21Mbps. Its extensive international roaming service currently covers more than 270 countries and regions around the world, including GPRS roaming service. Hutchison Telephone Macau is a subsidiary 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 Hutchison Telephone Macau, please visit www.three.com.mo.
For more information on HTHKH, please visit www.hthkh.com.

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