



Three.com.hk

3 Hong Kong to offer iPhone 5s and iPhone 5c in Hong Kong on Friday, 20 September

Hong Kong, 20 September 2013 – 3 Hong Kong, the mobile operation of Hutchison Telecommunications Hong Kong Holdings Limited (HTHKH, stock code: 215) today announced it will offer iPhone 5s, the most forward-thinking smartphone in the world, and iPhone 5c, the most colorful iPhone yet, beginning Friday, 20 September.

iPhone 5s will be available starting at HKD 0 for the 16GB model, HKD 380 for the 32GB model and HKD 1,180 for the 64GB model. iPhone 5c will be available starting at HKD 0 for the 16GB and 32GB models. 3 Hong Kong will allow iPhone 5s and iPhone 5c customers to connect to its fast LTE, HSPA+ and DC-HSDPA networks.

"iPhones 5s and iPhone 5c are ideal for the speed and performance of 3 Hong Kong's 4G LTE network," said Amy Lung, Managing Director, Mobile of HTHKH. "We believe iPhone customers are going to enjoy a great ultrafast mobile experience on 3's dual-band 1800/2600 LTE network."

With the launch of the new iPhone 5s, iPhone 5c and iOS 7, Apple is ushering in the next generation of mobile computing, delivering an incredible new hardware and software experience that only Apple could create. iPhone 5s redefines the best smartphone experience in the world with amazing new features all packed into a remarkable thin and light design, including the Apple-designed A7 64-bit chip, all-new 8 megapixel iSight camera with True Tone flash and introducing Touch ID, an innovative way to simply and securely unlock your phone with just the touch of a finger. iPhone 5c features an all new-design, packed with features people know and love like the beautiful 4-inch Retina display, blazing fast performance of the A6 chip, and the 8 megapixel iSight camera—all while delivering great battery life.* iPhone 5s and iPhone 5c both offer more LTE bands** than any other smartphone in the world and include all-new FaceTime HD cameras.

iPhone 5s and iPhone 5c feature iOS 7, the most significant iOS update since the original iPhone, featuring a stunning new user interface, completely redesigned with an elegant color palette, distinct, functional layers and subtle motion that make it feel more alive. iOS 7 has hundreds of great new features, including Control Center, Notification Center, improved Multitasking, AirDrop, enhanced Photos, Safari, Siri and introduces iTunes Radio, a free Internet radio service based on the music you listen to on iTunes.***

Pricing and details for iPhone:

	Plan 1	Plan 2	Plan 3	Plan 4
Monthly Fee	HKD 238	HKD 298	HKD 368	HKD 448
Voice (minutes)	1,800 - Any Net 700 - On Net	2,000 - Any Net 1,000 - On Net	2,500 - Any Net 1,200 - ON Net	3,500 - On Net 2,500 - Any Net



A member of the HTHKH Group
A Hutchison Whampoa Company

SMS	10,000 - On Net	10,000 - On Net	10,000 - On Net	10,000 - On Net
Data (MB)	700	1,000	2,000	5,000
iPhone 5s 16GB	HKD 2,180	HKD 1,180	HKD 380	HKD 0
iPhone 5s 32GB	HKD 2,980	HKD 1,980	HKD 1,180	HKD 380
iPhone 5s 64GB	HKD 3,680	HKD 2,680	HKD 1,980	HKD 1,180
iPhone 5c 16GB	HKD 2,180 upfront with HKD 32.50 credit/mo. for 24 months	HKD 1,180 upfront with HKD 32.50 credit/mo. for 24 months	HKD 380 upfront with HKD 32.50 credit/mo. for 24 months	HKD 0 upfront with HKD 32.50 credit/mo. for 24 months
iPhone 5c 32GB	HKD 2,180	HKD 1,180	HKD 380	HKD 0

Note: 24-month contract and prepayment required.

For further information or to register, please call 3 Hong Kong's iPhone sales hotline on 3166 8787, visit any 3Shop or go to iphone.three.com.hk.

For more information on iPhone, please visit: www.apple.com/iphone.

* Battery life depends on device settings, usage and other factors. Actual results vary.

** LTE is available through select carriers. Network speeds are dependent on carrier networks.

*** iTunes Radio will be available with the launch of iOS 7 in the US.

-Ends-

About 3 Hong Kong

3 Hong Kong is a leading mobile service provider in Hong Kong offering advanced voice, data and roaming services under the "3" brand via its 4G LTE, 3G and GSM dual-band networks. 3 Hong Kong is the mobile division of Hutchison Telecommunications Hong Kong Holdings Limited (HTHKH; stock code: 215), which is a group member of Hutchison Whampoa Limited (stock code: 13). For more information on 3 Hong Kong, please visit www.three.com.hk. For more information on HTHKH, visit www.hthkh.com.

Media enquiries:

Ada Yeung / Sandy Wong

Corporate Communications

Tel: +852 2128 3108 / +852 2128 5313

Email: ada.yeung@hthk.com / sandy.wong@hthk.com