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## **3 Hong Kong exclusively launches DayDayCook app monthly premium plan - coupled with availability of the Samsung Galaxy S5, Gear 2, Gear 2 Neo and Gear Fit models**

*Encouraging and helping our smartphone-user customers to adopt healthy nutrition and keep-fit lifestyles*

- 3 Hong Kong launches premium monthly DayDayCook app plan, while offering the Samsung Galaxy S5 plus three Samsung Gear models -encouraging customers to adopt a healthy lifestyle
- Customers subscribing to a monthly plan and choosing DayDayCook as a designated value-added service can get the premium monthly plan for \$18 (normally \$28)
- DayDayCook's premium version enables customers to access 3,000+ international recipes, with cooking videos from star chefs, as well as interesting cooking tips
- 3 Hong Kong offers the Samsung Galaxy S5 for \$0<sup>1</sup>. Customers subscribing to an S5 monthly plan can get a Samsung Gear 2, Gear 2 Neo or Gear Fit for just \$58 - \$90<sup>2</sup> a month within the contract period

**Hong Kong, 10 April 2014** - 3 Hong Kong, the mobile telecommunications division of Hutchison Telecommunications Hong Kong Holdings Limited (HTHKH; stock code: 215), today announced an exclusive tie-up with DayDayCook, a popular local recipe website, to launch an \$18 monthly plan enabling customers to prepare nutritious meals anytime, anywhere. Building on the healthy lifestyle theme, 3 Hong Kong will be offering the stylish Samsung Galaxy S5, as well as Samsung Gear 2, Gear 2 Neo and Gear Fit models tomorrow (11 April).

### **3,000+ nutritious recipes available for just \$18 a month**

Starting today, customers subscribing to a monthly plan can enjoy the promotional price of just \$18 a month - reflecting a discount of more than 35% against the \$28 standalone price - if subscribing to DayDayCook as a designated value-added service. In addition, 3 Hong Kong customers subscribing to the standalone service can enjoy a free trial service for two months.

<sup>1</sup> Customers are required to subscribe to a designated \$448 monthly plan, and specific value-added service package valued at \$36 or more, with a designated contract commitment and \$5,299 prepayment (prepayment amount will be credited to customers' billing accounts in installments, from the second month of the contract period until the first month after the contract period ends). Customers are also required to pay the first month's fee.

<sup>2</sup> Customers are required to pay an additional \$90 per month plus \$1,600 prepayment to get a Samsung Gear 2, \$70 per month plus \$1,200 prepayment for a Samsung Gear Neo, and \$58 per month plus \$900 prepayment for a Samsung Gear Fit. Prepayment amount will be credited to customers' billing accounts in installments, from the second month of the contract period until the first month after the contract period ends. The promotional offer is available only to customers purchasing a Samsung Galaxy S5 and subscribing to a 3 Hong Kong monthly plan. Each customer can take advantage of this offer one time only.



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Updated regularly, DayDayCook includes 3,000-plus recipes with pictures and words, as well as some 500 cooking videos, enabling customers to dabble in international cuisines such as Chinese, American, Italian, French and Japanese. What's more, star chefs from different countries share exclusive recipes and demonstrate cooking techniques.

The premium version of DayDayCook offers interesting tips such as special techniques for frying vegetables, steaming fish and garnishing. Customers can get a \$25 DayDayCook monthly online shop cash coupon to purchase kitchenware and electric appliances such as a popular brand frying pan, bread maker, warmer and cooler, or grill pan, plus monthly restaurant discount worth up to \$2,000 to enjoy delicacies. DayDayCook premium members can also download an iPad app for free, enabling them to play cooking videos while honing their culinary skills at home.

### **Nutritious recipes and sporty smart devices promote healthy lifestyles**

A study conducted by the Faculty of Medicine of The Chinese University of Hong Kong<sup>3</sup> found that only half the respondents surveyed performed regular exercise, while 6.4% took little, or no exercise at all. As a leading mobile telecoms operator, 3 Hong Kong aims to offer a diversity of products and services to enrich customer lifestyles. Launching the DayDayCook app monthly plan at the same time as making the Samsung Galaxy S5 and Samsung Gear models available has been designed to provide an all-round mobile lifestyle enhancement that comprises handsets, accessories and an app.

Amy Lung, HTHKH's Managing Director - Mobile, said: "According to a survey on smartphone user behaviour<sup>4</sup>, each person downloads an average of 14 paid-for apps, which strongly suggests that the paid-for app market holds potential for development. With this in mind, 3 Hong Kong is collaborating with DayDayCook to launch an attractive and exclusive monthly offer enabling customers to watch tuition videos in the kitchen with the result of being able to prepare nutritious meals with relative ease. Meanwhile, 3 Hong Kong will launch the light and stylish Samsung Galaxy S5 and Gear models. A built-in S Health management platform enables customers to record and monitor various health metrics, thereby promoting healthier lifestyles."

Norma Chu, Founder and Managing Director of DayDayCook.com, said: "We are delighted to collaborate with 3 Hong Kong, one of Hong Kong's biggest telecoms operators, to launch the DayDayCook Premium App service plan. DayDayCook aims to inspire the younger generation to cook. The premium app provides rich recipe content for mobile app users. We have invited many celebrity chefs to make recipe videos, and users can get dining coupon offers from the restaurants involved. This means users can enjoy cooking and dining rewards at the same time. We will continue to enrich our content with new recipes and offers, while inviting chefs to shoot videos and share cooking tips."

The DayDayCook website was launched in 2010 and has become a popular online recipe platform with more than 50,000 registered members. The website scores up to 1.5 million page views and more than 180,000 individual visitors per month, while the number of Facebook fans has reached more than 170,000. In 2013, DayDayCook launched a free mobile app for both iOS and Android platforms. The newly-launched premium version includes more elements. Using a simple interface, members can keep abreast of the latest recipes anytime, anywhere.

### **Subscription offer makes the health management platform-equipped Samsung Galaxy S5 available for \$0<sup>1</sup>**

Starting tomorrow, 3 Hong Kong customers can subscribe to a \$448 plan and take advantage of a Samsung Galaxy S5 handset offer for \$0<sup>1</sup> and get a Samsung S View Cover for free<sup>5</sup>. Customers

<sup>3</sup> Source: Survey from the Faculty of Medicine, CUHK, on relationship between exercise pattern and emotional health among Hong Kong people in 2013: [http://www.med.cuhk.edu.hk/eng/home/press\\_releases/2013/2013\\_12\\_15.jsp](http://www.med.cuhk.edu.hk/eng/home/press_releases/2013/2013_12_15.jsp)

<sup>4</sup> Source: Study from Google on smartphone users in 2013: <http://services.google.com/fh/files/misc/omp-2013-hk-en.pdf> (P.16)

<sup>5</sup>The promotion is available to customers purchasing a Samsung Galaxy S5 and subscribing to a \$448 monthly plan in April. Customers subscribing to other monthly plans can get a Samsung S View Cover for the special price of \$239 (normally \$299).

subscribing to Galaxy S5 monthly plans can get a Samsung Gear 2, Gear 2 Neo or Gear Fit for as little as \$58 - \$90<sup>2</sup> a month (while stocks last).

The Galaxy S5's camera boasts Fast Auto Focus, Selective Focus and HDR (Rich tone), while a Download Booster allows customers to use 4G and Wi-Fi simultaneously to provide a faster and smoother experience when up or downloading videos, applications or large files. In addition, the Galaxy S5 is equipped with the new S Health management platform and a heartbeat measurement sensor. Another new feature is a Google Map tracking function that can be used to record distance covered, duration and calories burnt when users are exercising or taking part in sports.

### **Three light and stylish Samsung Gear models ideal for exercise and sports activities**

3 Hong Kong will offer the Samsung Gear 2, Gear 2 Neo and Gear Fit models tomorrow. These are IP67-accredited and highly resistant to dust and water. Built-in functionality includes the S Health management platform and heartbeat sensor. Customers can choose from different Gear band colours to suit mood and accessories. All Samsung Gear models can be connected to Galaxy series smartphones, enabling customers to receive calls, email and SMS anytime, anywhere. This means users never need worry about missing important messages while immersed in sporting activities.

For further details on these products and services, please call our sales hotline on 3166 2222, visit [www.three.com.hk](http://www.three.com.hk) and [3mall.three.com.hk](http://3mall.three.com.hk) or visit any 3Shop. You can also call the DayDayCook hotline on 2803 2852 or visit [www.daydaycook.com](http://www.daydaycook.com).

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### **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](http://www.three.com.hk). For more information on HTHKH, visit [www.hthkh.com](http://www.hthkh.com).

### **About DayDayCook**

Founded in 2010, DayDayCook is a popular online destination for the young generation to learn and enjoy cooking. Through simple and easy-to-follow recipes, DayDayCook shares fun Chinese and Asian culinary ideas every day. Since 2013, DayDayCook launched their mobile recipe app enabling all users to access its wide collection of recipes and cooking videos. In the past 3 years, DayDayCook has attracted over 170 thousand fans on Facebook. To learn more about DayDayCook, please visit [www.daydaycook.com](http://www.daydaycook.com).

For media enquiries, please contact:

**3 Hong Kong**  
Sandy Wong  
2128 5313  
[sandy.wong@hthk.com](mailto:sandy.wong@hthk.com)

**DayDayCook**  
Maggie Kwan  
9462 1313  
[Maggie@DayDayCook.com](mailto:Maggie@DayDayCook.com)