



For immediate release

3 Hong Kong first in Asia to launch new Finnish smartphone Jolla in Hong Kong exclusively - delivering an unrivalled user experience

- 3 Hong Kong is the first operator in Asia partnering with Jolla Ltd. to launch the new Finnish smartphone running Jolla's own Sailfish operating system (OS).
- Jolla's button-less, gesture-based user interface and specifically designed smart cover "The Other Half" offer an unrivalled user experience.
- Customers subscribing to 3 Hong Kong's 4G LTE smartphone super plan can take advantage of a Jolla handset offer for \$0.

12 August 2014 - 3 Hong Kong, the mobile telecommunications division of Hutchison Telecommunications Hong Kong Holdings Limited (HTHKH; stock code: 215) and Jolla Ltd., the Finnish smartphone company, today announced the exclusive launch of Jolla, the new Finnish smartphone running Jolla's own Sailfish OS in Hong Kong. Starting today, customers can purchase Jolla's new smartphones on 3 Hong Kong website www.three.com.hk/jolla.

Jolla is a new Finnish smartphone, based on the heritage of Meego, an open source operating system formerly developed by Nokia among others. The new exciting smartphone with its button-less feature-rich operating system and Android™ application compatibility is now available in Hong Kong exclusively through 3 Hong Kong.

HTHKH Chief Operating Officer Jennifer Tan said: "We are thrilled to be the first in Asia to bring the Jolla smartphone that runs on the Sailfish OS to 3 Hong Kong customers. We believe Jolla is an exciting option for tech-savvy smartphone users who are looking for a new and fresh mobile user experience. Fast and unique user experience can be achieved via 3 Hong Kong's high-speed and extensive 4G LTE network and Jolla's Android™ application compatibility."

Antti Saarnio, Chairman of the Board of Jolla Ltd. comments: "Hong Kong is a trendsetter in mobile, and we are very happy to bring Jolla to Hong Kong together with 3 Hong Kong. This is our first operator partnership in Asia, and we feel that 3 Hong Kong is the perfect partner for us. Together with 3 Hong Kong, we will introduce our new mobile operating system, Sailfish OS, a true 3rd alternative to today's two dominating operating systems to the Hong Kong market."

One-hand user experience with classic design from Finland

The Jolla smartphone represents simple and bold Finnish smartphone design. With its button-less, gesture-based user interface, designed for optimal use with just one hand, Jolla offers an unrivalled user experience, which is fast, simple and effective. With its smooth multitasking features you're in full control of your own digital life.

The Jolla smartphone supports Android™ applications as well as intuitive Sailfish OS apps, which makes Jolla an easy choice for smartphone consumers.

The Jolla smartphone has a solid feature set, including a powerful dual core processor, 16GB of mass memory (expandable with microSD), an 8 megapixel camera, ample 4.5" display, and 4G LTE capability, to name a few.

The Other Half - make Jolla the other half of you

The Jolla smartphone also introduces a previously unseen combination of hardware and software innovation, called "The Other Half". By attaching specifically designed smart covers, the smartphone becomes alive and unique, utilising preset ambiances and functionalities, such as colors, fonts, sounds, profiles, and applications. Manufactured from ultra-durable and scratch resistant polycarbonate, "The Other Half" is the soul of Jolla, delivering a personal and unique experience.

Exclusively available on 3 Hong Kong website

The innovative smartphone is available at \$2,888 on 3 Hong Kong website www.three.com.hk/jolla. An attractive offer from 3 Hong Kong means customers subscribing to \$168 to \$598 4G LTE smartphone super plan¹ can take advantage of a Jolla handset offer for \$0! Customers can also get "The Other Half" at the redemption price of \$180 (Original Price: \$250). In addition, the first batch of customers can enjoy the Jolla VIP pack, with 3 additional The Other Half smart covers for free.

For further details on the above products, please call 3 Hong Kong's sales hotline on 3166 2222, see www.three.com.hk/jolla or 3 Hong Kong's Facebook fan page www.facebook.com/threeHK.

- Ends -

Remarks

1. Customer is required to subscribe to designated monthly plan and specific VAS packages of \$39 or above per month (waived for Plan \$298 or above), commit designated contract with designated prepayment amount (prepayment amount will be credited to customer's billing account by installments, from 2nd to the 1st month after contract period), pay for the first month's monthly fee and the Admin Fee of \$12 per month.

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.

About Jolla

Jolla Ltd. is developing mobile devices and Sailfish OS, the open mobile operating system. The Jolla smartphone, powered by Sailfish OS was introduced to the public in Finland in late-November 2013. Currently Jolla smartphones are available all over Europe, in Hong Kong and soon in India. Jolla was born in 2011 out of the passion of its founders towards open innovation in the mobile space.

Jolla has offices in Helsinki (HQ) and Tampere, Finland and Hong Kong.

www.jolla.com.

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