



Immediate release

3 Hong Kong introduces Flexi Pass - a first-in-market one-stop solution that grants customers the freedom to change to brand-new handsets and replace contracts for just \$28 a month¹

Breaks away from the traditional "binding contract" arrangement and allows customers to enjoy ongoing freedom to change to the latest and hottest smartphone models

- The smartest way to get a new smartphone - a RETURN - CHANGE - REPLACE model.
- For \$28 a month, customers can **RETURN** an old smartphone within a designated period, **CHANGE** to the latest new smartphone model, terminate an existing contract before its expiry date and **REPLACE** with a fresh one. Or, subscribe to a monthly SIM plan².
- Between the 7th and 15th month of the contract period², a customer can sign a fresh contract to change to the latest smartphone model.
- At the 16th month of a contract period², a customer can opt for a monthly SIM plan contract.
- "Flexi Pass" launches on 18 March and is open to all new and select existing customers purchasing an iPhone 6 or iPhone 6 Plus and subscribing to a monthly 3 Hong Kong plan⁴.

Hong Kong, 16 March 2015 - 3 Hong Kong, the mobile telecommunications division of Hutchison Telecommunications Hong Kong Holdings Limited (HTHKH; stock code: 215), today announced launch of "Flexi Pass" on 18 March. This is Hong Kong's first one-stop solution that enables customers to return an old phone and replace a contract when changing to a brand-new handset model so they stay at the forefront of the smartphone trend. It is open to all new and select existing customers when purchasing an iPhone 6 or iPhone 6 Plus and subscribing to a monthly 3 Hong Kong plan.

For just \$28 a month, customers are now able to return the iPhone 6 or iPhone 6 Plus they purchased from 3 Hong Kong and change to designated new smartphone model within a designated period of the contract entered into. This contract terminates immediately and can be replaced with a fresh contract or a monthly SIM plan. The move breaks away from the traditional "binding contract" model, removing a barrier to customers changing their handsets.

Our “Better at 3” philosophy at work - enabling hassle-free handset upgrade

Enabling customers to change to the latest handset models, Flexi Pass is a prime example of the “Better at 3” philosophy in action in 2015. It demonstrates 3 Hong Kong’s commitment to ongoing improvement, which also covers network quality, roaming coverage and an ever-widening range of value-added services.

Recently-released survey results predict that one billion smartphones will be purchased worldwide as upgrades this year, generating more than US\$300 million in sales³. Some six new handset models were launched every month by 3 Hong Kong last year, prompting many customers to change their handsets. More than 50% of those customers signed a new top-up contract.

HTHKH’s Chief Operating Officer Jennifer Tan said: “Flexi Pass is a new charging model to suit the ever-changing electronic product and mobile device markets. Our service enables customers to equip themselves with the very latest high-end smartphones.”

She added: “This move represents a departure from the traditional ‘binding contract’ model, granting customers more freedom, along with the benefits of simplicity and flexibility. We believe Flexi Pass will help us attract and retain high-end mobile data customers, while promoting smartphone ownership and assisting migration from 3G to 4G service.”

Enjoy ongoing freedom to change your handset for just \$28 a month

Customers can subscribe to the “Flexi Pass” value-added service for just \$28 a month. It is open to all new and select existing customers when purchasing an iPhone 6 or iPhone 6 Plus and subscribing to a monthly 3 Hong Kong plan⁴. Subscribers can return their old handsets and replace with a fresh contract for a new smartphone model within a designated period². See table below:

Between the 7th and 15th months of a contract period	Between the 16th month and 24th of a contract period
Customers can return an old iPhone 6 or iPhone 6 Plus and terminate their existing contract	
<ul style="list-style-type: none">• Change to the latest handset model⁵ and replace with a fresh contract	<ul style="list-style-type: none">• Change for a monthly SIM plan contract

Flexi Pass customers can change to a new handset and replace with a fresh contract between the 7th and 15th month (both months inclusive) of a contract period. They also have the option of changing to a monthly SIM plan between the 16th and 24th month of the contract period. Signing a new contract automatically terminates the original agreement. The end result for customers is that a one-stop solution now enables them to return an old handset, change to a new model and replace an old contract with a new one - all to refresh their mobile experience on 3 Hong Kong’s ultra-fast 4G LTE network.

Future moves will see “Flexi Pass” extended to include return of a greater range of handset models. For further information, please call 3 Hong Kong’s customer hotline on 3166 2222, visit www.three.com.hk or 3 Hong Kong’s Facebook Fanpage at www.facebook.com/threeHK.

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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. For more information on HTHKH, visit www.hthkh.com.

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¹ Customers are required to pay \$28 for at least six months.

² New and select existing customers when purchasing an iPhone 6 or iPhone 6 Plus and subscribing to a monthly 3 Hong Kong plan can return their existing iPhone 6 or iPhone 6 Plus and change to a new one for a monthly fee not lower than that charged by their current monthly plan, with specific VAS (if any). They can sign a designated contract on the same day, after 181 days or before 450 days of Flexi Pass activation at a designated 3Shop.

Or, a customer can return the original iPhone 6 or iPhone 6 Plus and subscribe to a new SIM plan, with the same, or greater, data entitlement, and same, or higher, network speed on the same day by committing to a 24-month contract between the 451 and 730 days following Flexi Pass activation.

In addition, a customer's account must be active for more than 181 days after Flexi Pass activation when changing a handset. Customers are required to settle bills by autopay within the Flexi Pass subscription and change periods.

³ Source: <http://www2.deloitte.com/content/dam/Deloitte/cn/Documents/about-deloitte/press-release/deloitte-cn-pr-aff2015-zh-150119.pdf>

⁴ Customers must subscribe to a designated monthly plan.

⁵ Customers subscribing to Flexi Pass at least six months and signing a new contract to buy an iPhone 6 or iPhone 6 Plus 181 to 451 days after Flexi Pass activation, can terminate the old contract and continue to subscribe to Flexi Pass during the new contract term. They can use Flexi Pass within a designated period to change to another handset or change to a monthly SIM plan contract. Those who change to a smartphone model other than an iPhone 6 or iPhone 6 Plus cannot subscribe to Flexi Pass during the new contract term.