



Immediate release

3 Hong Kong partners with WhatsApp again to launch exclusive WhatsApp Premium Data Pack and WhatsApp Premium Roaming Pass in Hong Kong

Customers can enjoy WhatsApp calls and messaging functionality in Hong Kong or while overseas

- 3 Hong Kong partners with WhatsApp Inc. again to enrich the WhatsApp Data Pack and WhatsApp Roaming Pass
- Customers can enjoy unlimited WhatsApp functionality in Hong Kong, including the new WhatsApp Calling feature for \$18 a month
- Customers can use hassle-free WhatsApp messaging plus the new WhatsApp Calling feature at 151 destinations for a promotional price of \$48 a day

Hong Kong, 6 May 2015 - 3 Hong Kong, the mobile telecommunications division of Hutchison Telecommunications Hong Kong Holdings Limited (HTHKH; stock code: 215), today announced another tie-up with messaging application developer WhatsApp Inc. The result will be the 7 May launch of Hong Kong's first local and roaming WhatsApp-based messaging and VoIP-calling packages - the WhatsApp Premium Data Pack and WhatsApp Premium Roaming Pass - and follows the recent launch of the WhatsApp Calling feature. The new packages enable customers to make calls and send text messages to friends and family in hassle-free manner, whether in Hong Kong or overseas.

Local WhatsApp Premium Data Pack¹ launches for \$18 a month

Starting tomorrow, 3 Hong Kong customers can subscribe to the basic WhatsApp Data Pack for unlimited local messaging and the ability to share photos and videos for \$8 a month - or opt for the WhatsApp Premium Data Pack for unlimited access to WhatsApp functionality in Hong Kong.

The WhatsApp Premium Data Pack includes messaging and the ability to share photos and videos, along with access to recorded audio messages, plus the new WhatsApp Calling feature - all for \$18 a month, but with no impact on data usage provided by an existing monthly plan.

WhatsApp Premium Roaming Pass² launches for a promotional price of \$48 a day

3 Hong Kong customers can also subscribe to the WhatsApp Premium Roaming Pass for the promotional price of just \$48 a day. 3 Hong Kong has extended coverage of its data

¹ Use of location sharing, notification, voice-to-text features or app downloads incurs data charges.

² Includes messaging and the ability to share photos and videos, along with access to recorded audio messages, plus the new WhatsApp Calling feature. Not applicable to location sharing, notification and voice-to-text features.

roaming day plans to achieve a new total of 151 destinations - now including Macedonia and Montenegro in southeastern Europe - via 200 networks. Customers subscribing to the WhatsApp Premium Roaming Pass can now get hassle-free WhatsApp messaging plus the new WhatsApp Calling feature.

Messaging accounts for one-third of the 10 most popular value-added services

3 Hong Kong has focused on providing a richness of value-added services (VAS) covering communications, leisure, music, entertainment and social media by co-operating with a variety of content providers. This enables customers to reap the full benefits of data connectivity. According to 3 Hong Kong's latest statistics, messaging accounts for one-third of the 10 most popular VAS among its customers. And the WhatsApp Data Pack, launched in 2012, is the top messaging-related favourite among 3 Hong Kong customers.

HTHKH Chief Operating Officer Jennifer Tan said: "3 Hong Kong is pleased to partner with WhatsApp again. WhatsApp data usage among our customers is rising because of popularity of the WhatsApp application and our already-established WhatsApp Data Pack. We believe the new WhatsApp Calling feature will further be of benefit to our customers, which is why we have seized this opportunity to launch the WhatsApp Premium Data Pack and WhatsApp Premium Roaming Pass - all to the benefit of our customers."

WhatsApp Co-Founder Brian Acton said: "We are excited to continue our long-standing partnership with 3 Hong Kong as it offers innovative data packs, so that users in Hong Kong can take advantage of our new WhatsApp Calling feature and stay connected with family and friends at home and abroad."

Active WhatsApp user numbers exceeded 800 million globally in late April 2015. WhatsApp Calling was launched in March this year, enabling users to make Internet-based calls to WhatsApp contacts via Wi-Fi or data networks. The new feature is currently compatible with Android, iOS and BlackBerry 10 operating systems, with support on other major platforms to come. For further information on the WhatsApp Premium Data Pack and WhatsApp Premium Roaming Pass, 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.

- 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.

For media enquiries, please contact:

Corporate Affairs
Ada Yeung/Sandy Wong
2128 3108/2128 5313
ada.yeung@hthk.com / sandy.wong@hthk.com