



Immediate release

3 Hong Kong joins forces with 6waves to launch the “Age of Three Kingdoms” 3 Hong Kong monthly pack in drive to develop mobile gaming market

*High-speed and stable characteristics of 3 Hong Kong's
4G LTE network provide the perfect arena for mobile gaming*

Hong Kong, 21 May, 2015 - 3 Hong Kong, the mobile communications division of Hutchison Telecommunications Hong Kong Holdings Limited (HTHKH; stock code: 215) today announced collaboration with well-known local game publisher 6waves.

The outcome is launch of the “Age of Three Kingdoms” 3 Hong Kong monthly pack - exclusive to 3 Hong Kong customers at a discount of nearly 30%. The pack enables customers to play a localised version of “Age of Three Kingdoms” with the utmost stability via 3 Hong Kong's superior 4G LTE network.

Creation of the “Age of Three Kingdoms” monthly pack exemplifies 3 Hong Kong's commitment to offering variety and special promotions to inspire the local mobile game market.

Fast-growing mobile game trend soon to become top gaming platform

According to research¹ by an international institution, revenue generated by mobile games in China and Southeast Asian markets grew by nearly 90% last year, leading the rest of the world. The study also projected global revenues from mobile games to exceed US\$30 billion in 2015, representing 20% growth over the previous 12-month period. In fact, mobile games are expected to overtake the video game console sector to become the world's top gaming platform, in terms of revenue.

3 Hong Kong continues to drive development of the mobile games market and now offers some 100 mobile games from 50 developers

In a move to unlock the market's massive potential, 3 Hong Kong's “Planet 3” mobile website has been carrying abundant gaming content for a number of years, before recently



adding the "3Games" Android platform offering some 100 games from 50 developers for a monthly fee. Today's unveiling of the "Age of Three Kingdoms" 3 Hong Kong monthly pack is expected to take the company's appeal to the Hong Kong mobile gaming community to a whole new level.

HTHKH Chief Operating Officer Jennifer Tan said: "Our 'Better at 3' philosophy demonstrates 3 Hong Kong's commitment to providing a wide spectrum of services to enrich every aspect of the customer experience. Our 4G LTE network's high-speed and low-latency characteristics are absolutely ideal for players seeking a unique mobile gaming experience at any time. In fact, we have been promoting mobile game development for quite some time now. Our partnership with 6waves, and resultant launch of the 'Age of Three Kingdom' 3 Hong Kong monthly pack, reinforces our leadership of the mobile game market by providing customers with an exclusive discount proposition and even greater choice."

6waves CEO Arthur Chow said: "We have received overwhelming response from the market since the high-quality cross-platform 'Age of Three Kingdoms' launched in August 2014. The game's content and characters are frequently updated, thereby delivering a diverse and high-quality gaming experience. We are very excited to partner with 3 Hong Kong to launch the 'Age of Three Kingdom' 3 Hong Kong monthly pack, enabling users to enjoy even more privileges. Customers can compete with players all over the world via 3 Hong Kong's superior 4G LTE network."

Exclusive to 3 Hong Kong customers - nearly 30% off the "Age of Three Kingdom" 3 Hong Kong monthly pack

The "Age of Three Kingdoms" redefines the strategic "Three Kingdoms Age" game by offering a fresh and innovative playing approach, while the Cantonese voice-over adds more local appeal. The game has generated downloads from more than 100,000 users since launch and constantly leads top-grossing gaming category charts at Google Play and Apple App Store. Starting today, 3 Hong Kong customers can enjoy exclusive discount of nearly 30% by subscribing to the "Age of Three Kingdoms" 3 Hong Kong monthly pack - representing game gold tokens worth \$330 - for just \$28 (normally \$38 per month). The pack is available from Planet 3, 3Shop or 3 Hong Kong's customer hotline.

For further information on the "Age of Three Kingdoms" 3 Hong Kong monthly pack, please call 3 Hong Kong's customer hotline on 3166 2222, visit www.three.com.hk or 3 Hong Kong's Facebook Fanpage 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.

For media enquiries, please contact:

Corporate Affairs

Jan Chan /Emily Jim

2128 3162 / 2128 2811

jan.chan@hthk.com / emily.jim@hthk.com

¹ According to results of a mobile game survey published in October 2014 by Newzoo, a market research company: www.newzoo.com/press-releases/global-mobile-games-revenues-reach-25-billion-2014/