



For immediate release

**3 Hong Kong promotes digital inclusion
by launching the Elderly Time Slot concept at all 3Shops
so more of our senior citizens can use
smartphone functionality to enhance their lifestyles**

Collaboration with the SCHSA launches the Safety Phone® to make the many benefits of mobile communications technology more attainable for the elderly

Hong Kong, 18 June, 2015 - 3 Hong Kong, the mobile communications division of Hutchison Telecommunications Hong Kong Holdings Limited (HTHKH; stock code: 215) today unveiled the Elderly Time Slot concept at every 3Shop. Also announced was collaboration with the Senior Citizen Home Safety Association (SCHSA) to launch the Safety Phone® in furtherance of a program to make digital technology - such as mobile communications - more readily available to less-privileged sections of society in order to further promote digital inclusion.

Making the everyday benefits of the hi-tech era more available to the elderly

Digital products such as PCs, tablets, smartphones and wearable devices are commonplace in Hong Kong in this hi-tech era - but the small number of senior citizens enjoying these lifestyle-enhancing gadgets is disproportionately lower than that of the younger generation. A survey¹ by the Hong Kong Government's Census and Statistics Department between June and August last year showed that 87.2% to 97.5% of people aged 15 to 54 years were using smartphones - compared with only 24.3% of those aged 65 or older. These results revealed a Hong Kong "digital divide" of gulf-like proportions.

HTHKH Chief Operating Officer Jennifer Tan said: "3 Hong Kong is determined to make the everyday benefits of mobile communications attainable for all sections of society. As part of our 'Better at 3' philosophy, we have created the Elderly Time Slot concept in order to lend a helping hand to senior citizens seeking to get the best from smartphone functionality. We believe opening up the advantages of modern technology to senior citizens represents a significant contribution to digital inclusion. At the same time, we are extending our existing collaboration with the SCHSA to launch the Safety Phone® as a meaningful and practical aid to the elderly."

Elderly Time Slot helps the elderly get the best from smartphone functionality

The Elderly Time Slot concept has been designed to enable senior citizens to master their smartphones with ease. Starting today and running until 31 August, any elderly person can take his or her smartphone to a 3Shop for a 15-minute one-on-one basic smartphone operation tutorial. Our staff will explain smartphone functionality covering activities such as photography, browsing the Internet, Wi-Fi connectivity, instant messaging and social networking. The workshops will take place at designated times - please see appendix for details - at every 3Shop (excludes 3Xpress).

Safety Phone® comes complete with 24-hour Emergency Link Button® lifeline

3 Hong Kong today launched the Safety Phone® in collaboration with the SCHSA. The news will be welcomed by senior citizens and follows hard on the heels of our 4G LTE Family Plan and e-Care Link package announcements. One of the beauties of Safety Phone® is an Emergency Link Button® that connects users directly to a 24-hour Call & Care service centre when pressed. In addition, family members can opt for the e-See Find service, which identifies a user's approximate location whenever necessary.

The Safety Phone® is now available to 3 Hong Kong customers for \$0, if subscribing² to a tariff plan of \$198. What's more, customers subscribing to the Safety Phone® before 5 July could be entitled to an extra two months' service fee rebate³.

For more details, please call 3 Hong Kong's sales 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 communications service provider and the only local operator to own blocks of spectrum across the 900MHz, 1800MHz, 2100MHz, 2300MHz and 2600MHz bands. 3 Hong Kong offers cutting-edge data, voice and roaming services under the "3" brand via far-reaching advanced 4G LTE, 3G and 2G networks. 3 Hong Kong also works with renowned partners to offer a wealth of innovative mobile devices and value-added services, while providing high-speed Wi-Fi at "3HKWiFiService" hotspots to serve Hong Kong's major areas. 3 Hong Kong is the mobile division of Hutchison Telecommunications Hong Kong Holdings Limited (stock code: 215), a group member of CK Hutchison Holdings (stock code: 1).

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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3 Hong Kong

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3 Hong Kong Elderly Time Slot details

Elderly Time Slot (available at all 3Shops)	
Mon - Fri	3-4pm
Sat & Sun	11:30am-12:30pm

3Hong Kong's Safety Phone®subscription offers

Monthly Plan	\$198
Handset price ²	\$0
Prepayment	\$1,380
Contract period	24 months
Administration fee	Waived
Basic + Heart-to-Heart Airtime	1,500 mins + 2,500 mins
Intra-network SMS	10,000
Services tailored to suit senior citizens	<ul style="list-style-type: none">- Family members can contact the SCHSA 24-hour Call & Care service centre whenever necessary- e-See Find service pinpoints approximate location of a user- Emergency Link Button® directs users to the SCHSA 24-hour Call & Care service centre- Provides 24/7 support and care services

¹ Thematic Household Survey Report No.54: www.statistics.gov.hk/pub/B11302542015XXXXB0100.pdf

² Customer is required to subscribe to a designated tariff plan with a 24-month contract and commit to a prepayment of \$1,380. The prepayment will be rebated to customers' accounts during the contract period. Customers must pay the first month's fee in advance.

³ Rebate will be credited to customer's account in the first six bill cycles following commencement of the contract period.