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GASH  **POINT**

3 Hong Kong strengthens its gaming market presence via strategic collaboration with GASH Point, a leading Asian entertainment game points platform

*Gamers will enjoy access to more than 3,000 international games
plus digital content*

- **3 Hong Kong signs an MoU covering ongoing strategic collaboration with GASH to become the telecoms operator of choice among gamers**
- **We become the first local telecoms operator to join with GASH in launch of a co-branded game card. This will allow Hong Kong gamers to enjoy an attractive promotional offer to access a massive resource of games and digital content and get special edition game items via a co-branded card**
- **Customers can use 3 Hong Kong's direct carrier billing service to buy GASH game points with ease and enjoy access to thousands of international digital entertainment items**

Hong Kong - 7 June 2017 - 3 Hong Kong, the mobile division of Hutchison Telecommunications Hong Kong (HTHKH; stock code: 215), and GASH Point Company Limited (GASH), a leading Asian digital entertainment payment platform, today announced a Memorandum of Understanding (MoU) covering ongoing strategic collaboration.

The two companies will launch a co-branded game points card - which can be bought for face values ranging from \$10 to \$1,500 - that comes complete with bonus game points amounting to not less than 5% of a purchase. These can be used to enjoy some 3,000 popular international mobile and PC games, plus digital content.

Co-branded game points card enables players to speed through a challenge

The co-branded game card will be the first of its kind provided locally by a telecoms operator in conjunction with an entertainment payment platform. Hong Kong gamers will be able to purchase the card at various face values, and it will come complete with bonus game points amounting to not less than 5% of a purchase. Gamers could also be offered privileges involving special edition gaming equipment.

Buy game points effortlessly via 3 Hong Kong's payment platform

Customers can now buy GASH game points in a speedy and convenient manner and receive bonus game points amounting to not less than 5% of a purchase via 3 Hong Kong's direct carrier billing service. Such transactions will be charged directly to a 3 Hong Kong customer's mobile bill, thereby providing total peace of mind when making a purchase.

Popular digital entertainment content - all in one app

Gamers holding a GASH POINT account can enjoy all kinds of digital entertainment content via the GASH app. Such items include the hottest games in Hong Kong such as Clash of Kings, MonsterStrike and the Xifeizuan Palace Game. Gash's app also allows access to Japanese digital content via the DMM.com audio-visual gaming platform and the DLsite.com online shop dedicated to *otaku* - Japan's anime and manga fandom scene.

3 Hong Kong aims to become the telecoms operator of choice among gamers

Kenny Koo, 3 Hong Kong's Director of Roaming and Service Development, said: "3 Hong Kong has entered the gaming market with a bang! Today's news follows announcement of our partnership with Razer, the world's leading lifestyle brand for gamers. And now our collaboration with GASH - a leading Asian digital entertainment payment platform - serves to take our integrated gaming platform to the next level."

He added: "We aim to become the telecoms operator of choice among gamers. The route to this goal involves collaboration with world-class partners, so we can offer the hottest gaming products and services, while delivering the latest eSports information. This will enable young gamers to follow trends and take advantage of a succession of privilege offers from 3 Hong Kong."

GASH's collaboration with 3 Hong Kong provides local users with a convenient payment method and amounts to an important GASH milestone in its penetration of the Asian market.

Simon Lu, GASH's Chief Operating Officer, said: "We have been developing our presence in the Hong Kong market for years, which is now enabling us to become the best placed partner in terms of digital entertainment. Globalisation and mobilisation are GASH's core targets this year, so we will be looking for yet more partners overseas."

He added: "This will allow us to extend our operational scale, enhance the GASH application user experience, establish an online-to-offline (O2O) scenario and revamp GASH's website in order to improve loyalty among members. What's more, we will offer specially-tailored services, while developing more payment options and making an even greater diversity of digital entertainment content available to satisfy user demand and boost our membership numbers."

For more information on the related services, please visit 3 Hong Kong's website www.three.com.hk or 3 Hong Kong's Facebook page 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 3 Hong Kong's 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.

About GASH Point

GASH Point is the most famous and convenient digital payment platform in GAMANIA. We provide global game currency issuing services and connect international digital entertainment contents. GASH also has two global financial recognitions, which are ISO 27001 Certificate on Information Security and PCI DSS. By combining digital entertainment contents comprehensively, we allow digital players around the world to surf freely in the unlimited world of digital entertainments easily with GASH.

Official website of GASH Point : <http://tw.gashpoint.com/>

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