



Unveiling our "3.OneWorld" strategy for 2019 and redefining mobile communications so customers can enjoy a refreshing network experience

3 Hong Kong launches the "3.Getaway" value-added travel service plus 3LIVE Box mobile retail platform - and our new TV commercial premieres tonight!

- "3.OneWorld", 3 Hong Kong's new theme for 2019, illustrates an important strategy to help customers lead international digital lifestyles.
- The "3.Getaway" value-added travel service establishes a travel ecosystem so customers can enjoy hassle-free data and voice in 110 countries and regions.
- More than 100 3LIVE Boxes installed throughout Hong Kong will open up B2C (business to customers) and B2B2C (business to business to customers) opportunities and enable customers to benefit from the new O2O2O (online to offline to online) shopping model.
- A new TV commercial featuring Cantopop idol Hins Cheung and lookalikes using "3.Getaway" premieres tonight to tie in with the "3.OneWorld" theme.

Hong Kong, 21 January 2019 - 3 Hong Kong, the mobile arm of Hutchison Telecommunications Hong Kong Holdings Limited (HTHKH; stock code: 215), today unveiled its new "3.OneWorld" theme to illustrate the company's new strategy for 2019 by which customers can enjoy truly international digital lifestyles. 3 Hong Kong has also announced launch of the "3.Getaway" value-added service and 3LIVE Box mobile retail platform.

"3.OneWorld" values and strategy

HTHKH Executive Director and CEO Kenny Koo said: "3 Hong Kong is unveiling the "3.OneWorld" strategy to redefine mobile communications as we venture into 2019. Customers will enjoy a quality 'OneWorld' telecoms experience using smartphones and other mobile devices. We are able to offer a unique experience by drawing on CK Hutchison Group's telecoms operations in 12 markets globally, as well as 3 Group's collaborative efforts with top-notch telecoms, Internet and technology partners."

He added: "The first manifestation of our '3.OneWorld' strategy is the '3.Getaway' value-added service, which offers travellers a genuinely hassle-free and travel-when-ever-you-like mobile experience. '3.Getaway' will enable customers to enjoy a local mobile experience while eliminating traditionally-expensive roaming charges. We are also deploying more than 100 3LIVE Boxes throughout Hong Kong to serve customers with a wonderfully-fresh

02020 experience, while initiating new B2C and B2B2C opportunities for merchants, advertisers and payment platforms."

"3.Getaway" transforms a standard handset into a global phone for just \$78 a month

Many data-roaming variations - such as portable Wi-Fi devices, prepaid travel SIM cards and day passes - have become popular over the last decade. According to a surveyⁱ, the number of Hong Kong residents leaving Hong Kong to travel reached 83 million in 2018 (up until November). Statistically, each of Hong Kong's 7.4 million Hong Kong residents traveled an average of 12.2 times last year (up until December). These figures show data roaming is indispensable and demand continues to rise.

For a monthly fee of just HK\$78, "3.Getaway" enables customers to enjoy hassle-free dataⁱⁱ service, as well as the facility to make and receive calls from mobile and fixed-line numbersⁱⁱⁱ in Hong Kong, without having to change SIM cards in more than 110 countries and regions. These include mainland China, Japan, Korea, Taiwan, Singapore, Malaysia, Thailand, Australia, New Zealand, Europe and the Americas. Data entitlement can be consumed contiguously or intermittently, enabling customers to pick up their smartphones and travel anytime. The result is a carefree telecoms experience while abroad - just as if users are in Hong Kong. "3.Getaway" provides the ultimate flexibility for Hong Kongers with a passion for travel.

Meanwhile, customers subscribing to "3.Getaway" and signing up to an insurance policy with China Ping An Insurance (Hong Kong) Online Travel Insurance for a premium exceeding HK\$200 can get HK\$78 off on 24 occasions (a saving of HK\$1,872). Customers can also take advantage of special offers for travel accessories.

3LIVE Boxes enable customers to purchase myriad travel and other products

Online shopping is now a major trend in Hong Kong. In fact, a survey^{iv} shows approximately 90% of local consumers made at least one purchase online during a certain period. And more than four in 10 online consumers made purchases via their mobile devices during the study. Mobile commerce is poised to overtake desktop shopping^v in Hong Kong in 2019. An increasingly-digitalised lifestyle, high mobile phone penetration rate and growing online shopping habit have prompted 3 Hong Kong to launch 3LIVE Box, the latest mobile retail platform combining the concepts of IoT, big data and artificial intelligence.

Deployment of 3LIVE Boxes has already begun throughout Hong Kong Island, Kowloon, the New Territories and Outlying Islands. The population of these smart vending machines is expected to reach 100 by the end of the first quarter. The 3LIVE Box comes in standard, mini and kiosk sizes to sell products such as local prepaid SIM cards, roaming data SIM cards, popular game point cards and certain concert and theme park tickets, as well as hotel and dining coupons. Customers can even buy tangible items via the 3LIVE box and collect them after settling 3 Hong Kong service bills or adding value to SIM cards.

The 3LIVE Box is based on the concept of an unstaffed store and gives rise to an IoT scenario that creates the B2C and B2B2C business opportunities for merchants, advertisers and payment platforms. To celebrate the installation of 3LIVE box reaching more than 100 popular sites, 3 Hong Kong is introducing special offers on travel lifestyle, involving travel packages and HK\$38 roaming SIMs for Taiwan, Singapore, Malaysia, mainland China, Hong Kong, Macau and Korea, electronic travel accessories, convenient medicinal solutions and

theme park discount coupons. All are tailored to suit travel needs and tie in with launch of the "3.Getaway".

Other digital lifestyle elements, such as Fintech, insurance, beauty and health, handset, mobile accessories, games and music will be included in coming phases.

3 Hong Kong's new TV commercial premieres today (21 January)

3 Hong Kong has created a new TV commercial to publicise the company's "3.OneWorld" theme for 2019. Cantopop star Hins Cheung and five lookalikes form the "Hins family" featured in the TV commercial. Each of the lookalikes makes use of "3.Getaway", along with an extensive global network, so they can link up with the real Hin - from Thailand, Japan, Australia, the UK and Italy - for group chats via video calling and playing music. The commercial debuts today on TVB Jade, as well as 3 Hong Kong's website and various social media platforms.

For more information, please call 3 Hong Kong's travel expert hotline on 1037, or talk to a 3iChat ambassador at 3ichat.three.com.hk. Alternatively, you can visit www.three.com.hk, or 3 Hong Kong's Facebook page at www.facebook.com/threeHK.

-Ends-

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.

For more information, please contact:

Corporate Affairs
2128 3108/2128 5313
pr@hthk.com

Remarks:

- i. Source: Census and Statistics Department*
- ii. Use roaming data in any 80-day period at designated destinations. Thereafter charge is HK\$25/day.*
- iii. Calls must be made via the 3 Super Talk app.
Please refer to www.three.com.hk/tp for "3.Getaway" Terms & Conditions.*
- iv. Source: <https://www.go-globe.hk/blog/online-consumer-hong-kong/>*
- v. Source: <https://www.worldpay.com/global/about/media-centre/2018-11/mobile-commerce-poised-to-overtake-desktop-shopping-in-hong-kong>*