



For immediate release

## **3Macau ushers in innovative services to uplift the mobile customer experience and accelerate Macau's ongoing transformation into a smart city**

**Macau – 26 February 2019** – Hutchison Telephone (Macau) Company Limited (3Macau), the Macau mobile telecommunications division of Hutchison Telecommunications Hong Kong Holdings Limited (the Group, stock code: 215), today staged a media spring luncheon to unveil its latest service and development plans for the future, while expressing gratitude for coverage over the last year.

### **Innovative service plans facilitate cross-border seamless roaming experience**

3Macau CEO Wai-ming Ho told journalists: “3Macau always strives to deliver a high-quality and seamless mobile experience to our customers. A ‘Data Reward’ that presented subscribers with up to 2GB of complimentary data usage was followed this year by a referral programme. This enables 4G customers to shrink their monthly fee by \$10 increments simply by referring new subscribers to us – to the point the monthly fee can be reduced to a single digit.”

He added: “These initiatives reward existing customers for their loyalty, while making 3Macau attractive to prospective subscribers looking for the kind of quality services we offer.”

3 Macau launched the “China Number Service” at the end of last year to meet ever-increasing demand for cross-border communications. This now enables customers to receive calls and SMS from mainland China, access e-banking services and make mobile payment via a mainland China-based phone number. In addition, incremental data offers equip customers with data service for an attractive price throughout mainland China, Macau and Hong Kong. The Roaming Data Daily Pass has been modified to cover multiple locations. This means customers now enjoy uninterrupted service when sharing data roaming entitlement between designated destinations for a flat daily rate – and all without having to change SIM cards.

### **Diversity of offerings satisfies customers adopting the latest trends**

3Macau is committed to offering a rich mix of the latest and most innovative products and services such as the upcoming ZoneAlarm Mobile Security Service. This will provide round-the-clock protection on a prepaid basis for mobile devices used by 3Macau and non-3Macau customers. What’s more, a new online home theatre service branded “HMVOD” launches this year to offer the latest movies. Subscribers will also be able to feast on fascinating mobile entertainment drawn from 10,000 hours of “VIP unlimited” programmes provided every month.

In addition, the “FunShare Service” we launched last year has been warmly welcomed by the market because it enables customers to share data entitlement and voice minutes among accounts registered to the same subscriber in Macau and Hong Kong. The service is now being extended to mainland China to make traveling more convenient. It also equips

customers with mainland China and Hong Kong numbers to facilitate convenient travel throughout the Guangdong-Hong Kong-Macao Greater Bay Area.

### **Introducing business solutions to assist Macau's transformation into a smart city**

3Macau has been drawing on the Group's many advantages to introduce business solutions that promote Macau's development as a smart city. For example, 3Macau last year staged a seminar on the development and practical applications of facial-recognition technology. A number of industry professionals from mainland China were there to explain how such solutions are being applied to crowd and attendance management. They also outlined how big data collected can be used for integrated analysis and boosting management efficiency.

An education capability for the digital age is an essential smart city component, which is why 3Macau has introduced the Smart Campus STEM Teaching Solution. This has been designed to provide students with a diverse and high-quality learning environment via use of mobile applications, along with advanced hardware and software, plus interactive classroom equipment.

Preparing Macau for the future is one of the key objectives behind 3Macau's philosophy of innovation and continuous improvement. A key factor will be listening to subscribers and responding to what they require in a timely manner, with the overall aim of uplifting the customer experience at every opportunity. Meanwhile, 3Macau is pleased to co-operate with the Macau SAR Government on a licensing regime governing convergence of communications services, as part of Macau's transformation into a smart city.

For more enquiries, please call 3Macau's Customer Service Hotline on 1118, visit any 3Shop or go to [www.three.com.mo](http://www.three.com.mo).

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### **About Hutchison Telephone (Macau) Company Limited**

Hutchison Telephone (Macau) Company Limited (Hutchison Telephone Macau) is a leading mobile service provider, offering superior voice and data services, innovative and diversified mobile content, IDD and roaming services under the "3" brand through its far-reaching 4G LTE, 3G and GSM dual-band networks. With continued network expansion, its extensive international roaming service covers more than 280 countries and regions. Hutchison Telephone Macau is a subsidiary of Hutchison Telecommunications Hong Kong Holdings Limited (SEHK stock code: 215), a group member of CK Hutchison Holdings (SEHK stock code: 1).

For more information on Hutchison Telephone Macau, please visit [www.three.com.mo](http://www.three.com.mo).  
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