



Prestigious new-look 3Supreme service brand offers array of premium events and privileges to attract high-end customers

- **Revamped 3 Supreme service brand will grant privileges and money-cannot-buy opportunities to attend prestigious events - all designed to boost customer loyalty.**
- **Customers subscribing to either of two new 3Supreme tariff plans will be upgraded to 3Supreme membership.**
- **Esteemed 3Supreme members will be offered admission to a succession of prestigious events such as the April movie premiere of "The Lady Improper".**
- **Five 3Shops remodelled as 3Supreme shops and staffed by highly-trained service representatives to provide consultancy, handset tutorials and support.**

HONG KONG, 29 March 2019 - 3 Hong Kong, the mobile arm of Hutchison Telecommunications Hong Kong Holdings Limited (HTHKH; stock code: 215), today launched a revamped 3Supreme service brand, with the aim of enriching lifestyles via superior services and an array of privileges designed to impress high-end customers.

Special privileges to enrich digital lifestyles and boost customer loyalty

The 3Supreme service brand was established to deliver benefits and rewards to meet a variety of customer needs. Esteemed 3Supreme members are customers whose average monthly spend exceeds a designated level for six consecutive months.

HTHKH Executive Director and CEO Kenny Koo said: "3 Hong Kong has developed a segmentation strategy to target various groups of customers. The 3Supreme service brand has been well received by high-end customers ever since it was first established. This year, we decided to upgrade 3Supreme by unveiling a new image and making unique digital lifestyle experiences available via an upgraded My3App. We aim to boost customer loyalty by offering an array of unique privileges such as opportunities to attend premium events and enjoy international and digital lifestyles."

He added: "In line with our new 3.OneWorld strategy, we will continue to break through everyday lifestyle barriers and enable esteemed 3Supreme members to enjoy an international digital experience by drawing on 3 Group's collaborative efforts with various top-notch partners. These established relationships empower us to offer everyday lifestyle-enhancing services in fields such as finance, insurance, health and beauty, mobile devices, handset accessories, music and entertainment."



Enjoy 3Supreme membership for free by subscribing to a new tariff plan

3 Hong Kong has launched two new tariff plans to attract high-end customers to the 3Supreme service brand. Anyone subscribing to either of the two new plans will be entitled to free 3Supreme membership, complete with personalised services and unique privileges.

For a monthly fee of just HK\$428^a, the 3Supreme 4.5G Getaway SIM monthly plan entitles customers to free use of local data, plus a limited-availability upgrade for up to 10GB of shared data as well as free use of WhatsApp and WeChat data in mainland China, Hong Kong and Macau, along with the 3.Getaway travel service^{b,d} during the contract period. For a single monthly fee, customers can stay connected locally and even while outside Hong Kong for a few days.

Customers opting for the new 3Supreme Getaway Deluxe value-added travel service for a monthly fee of HK\$468^c with a 12-month contract will enjoy hassle-free data service throughout 110 countries and regions. It will also allow them to receive and make calls from/to mobile and fixed-line numbers^d in Hong Kong while overseas. Another privilege is a free concierge service (worth HK\$4,000) which will help customers obtain hard-to-get tickets for concerts, other performances, sports events and exhibitions. The service will also provide travel itinerary planning and travel emergency assistance, while helping customers attend premium lifestyle events such as motorsport workshops.

Esteemed 3Supreme members to enjoy premier service and privileges

Personalised services open to esteemed 3Supreme members cover travel, dining, entertainment, shopping and other lifestyle aspects. New privileges to be made available include:

- **Selection of premium events such as a unique opportunity for members to attend the April movie premiere of "The Lady Improper"**
Following 3 Hong Kong's presentation of "A Bossa Night" with popular Japanese-Brazilian bossa nova singer Lisa Ono in January, esteemed 3Supreme members will be granted a unique opportunity to attend the premiere of "The Lady Improper" on 1 April. Also present will be actress Charlene Choi, who has been nominated for a Hong Kong Film Award for her role in the film. Esteemed 3Supreme members will have a chance to meet Charlene, along with the production team, thanks to 3 Hong Kong booking an entire cinema theatre for the 3Supreme event.
- **"Member-Gets-Member" Rewards**
A new "Member-Gets-Member" referral programme enables 3Supreme members to help recruit new members. A would-be member, equipped with a promotional code provided by an existing member, simply needs to subscribe to a designated monthly tariff plan. Both recruiting member and referred member will then receive additional rewards.
- **Old Handset Recycling Collection Service featuring extra rewards for designated Samsung models**
3 Hong Kong provides a comprehensive and reliable handset recycling service. Customers who bought designated Samsung handsets can simply download the Samsung Trade-up App for a free valuation of any old handset to be traded-up^e for a

new model. Esteemed 3Supreme members will receive a bonus of HK\$300 on top of the standard handset trade-up price.

A variety of other opportunities and prestigious offers are being planned for esteemed 3Supreme members.

3Supreme's new image

3 Hong Kong has unveiled a newly-designed 3Supreme logo, symbolising the upgraded experience members can expect.

- **New-look 3Supreme logo chosen by members**
The new 3Supreme logo in black, white and gold represents a sense of prestige, and was chosen by members who voted for their favourite design.
- **3Shops refurbished into 3Supreme Shops**
3Shops in Central, Wanchai, Causeway Bay, Tsim Sha Tsui and Diamond Hill have been refurbished as 3Supreme shops. They boast new interiors and are staffed by highly-trained service representatives decked out in new attire to highlight 3Supreme's fresh image. A Personal Executive will be assigned to each esteemed 3Supreme member and will make a special appointment whenever a member seeks advice. 3Supreme service representatives will provide members with advice on accounts and mobile devices, and will be delighted to help solve any device issue or address enquiries.
- **Revamped 3Supreme webpage and My3App**
A newly-revamped 3Supreme webpage with enhanced functionality has also been unveiled. The 3Care webpage and My3App feature a special section enabling esteemed 3Supreme members to locate service information and membership benefits with the utmost ease. In addition, updated membership status can be found on electronic 3Supreme membership cards obtained via the My3App.

For more information, please log on to the My3App's 3Supreme section. Alternatively, you may visit web.three.com.hk/3supreme, or 3 Hong Kong's Facebook page 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 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.

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^a Customers are required to subscribe to a designated 4.5G SIM monthly plan and commit to 24 months contract. Admin fee of \$18 per month is required. Terms & conditions apply. For details, please visit web.three.com.hk/3supremesimplan/index-en.html.

^b Use roaming data in any 80-day period at designated destinations. Thereafter charge is HK\$25/day. Please refer to web.three.com.hk/3supremesimplan/index-en.html for "3.Getaway" Terms & Conditions.

^c Please refer to www.three.com.hk/gws for 3Supreme "Getaway Deluxe" Terms & Conditions.

^d Calls must be made via the 3 Super Talk app.

^e This is the "Trade Up" service launched by Samsung and Brightstar. Please refer to www.samsung.com/hk_en/tradeup/ for details.