



## **HTHKH takes on title sponsorship of the "3 Hong Kong Smarter Senior Programme" to promote inter-generational harmony**

*Secondary school students provide senior citizens with one-to-one training in how to get the greatest benefit from mobile devices*

**HONG KONG, 17 April 2019** - Hutchison Telecommunications Hong Kong Holdings Limited (the Group or HTHKH; stock code: 215) has taken on title sponsorship of the "3 Hong Kong Smarter Senior Programme" hosted by the Communications Association of Hong Kong and to align with World Telecommunication and Information Society Day (WTISD).

The programme aims to promote use of mobile devices among senior citizens and encourage them to learn about new technology via a smartphone workshop. The sponsorship provides an opportunity to foster inter-generational harmony, while fulfilling the Group's sense of corporate social responsibility.

Some 100 students from six secondary schools took part in the "3 Hong Kong Smarter Senior Programme" on 13 April by visiting four establishments for the elderly - the Bliss District Elderly Community Centre, Un Chau Neighbourhood Elderly Centre, Fortune Neighbourhood Elderly Centre and Shun Lee Neighbourhood Elderly Centre run by the Hong Kong Christian Service.

They helped the elderly to understand basic mobile device functionality on a one-to-one basis, covering topics such as surfing the Internet, instant messaging, social media networking, everyday apps and mind-training gaming apps.

### **Helping the elderly beat technophobia and promoting inter-generational harmony**

HTHKH helps the "3 Hong Kong Smarter Senior Programme" with a cash donation and was represented by Executive Director and CEO Kenny Koo when he visited the Bliss District Elderly Community Centre on the day of the event.

He said: "Our everyday lives are being transformed by digitalisation and artificial intelligence, as we enter the era of 5G. Hong Kong is home to a growing number of senior citizens to the point that one in three members of the population is expected to be 65 or older by 2036\*. The elderly can stay healthy and add fun to everyday life by embracing societal and technological changes."

Mr Koo added: "We are therefore delighted to be title sponsor of the '3 Hong Kong Smarter Senior Programme' so we can help senior citizens get the greatest benefit from smart devices. We aim to help them overcome any anxiety about technology and build up their confidence in using mobile devices and enjoying a digital lifestyle. A spin-off benefit is the fact the programme promotes inter-generational harmony, which we saw when students got together with the elderly to help them understand how to use mobile devices to best effect."



Smart devices enhance convenience, efficiency and effectiveness, so suitable guidance and support will help senior citizens enjoy the benefits offered by smart devices, thereby improving quality of life. For example, they can connect with friends and family around the world anytime, anywhere via social media platforms or mobile apps. The result is to make communications easier without the limitations normally associated with time and space.

A practical benefit is senior citizens are able to keep track of heart rate and blood pressure by using mobile apps. What's more, playing mobile mind-training games helps improve the memory and cognitive skills. The elderly are also able to get help instantly in the event of a medical emergency by using smartphones.

WTISD falls on 17 May and marks formation of the International Telecommunication Union (ITU) on that same day back in 1865. The purpose of WTISD is to raise awareness around the benefits to society and economic well-being delivered by the Internet and other information and communication technologies (ICT), and to help bridge the digital divide.

*\*Source:*

[https://www.censtatd.gov.hk/press\\_release/pressReleaseDetail.jsp?charsetID=2&pressRID=4200](https://www.censtatd.gov.hk/press_release/pressReleaseDetail.jsp?charsetID=2&pressRID=4200)

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### **About Hutchison Telecommunications Hong Kong Holdings Limited**

Hutchison Telecommunications Hong Kong Holdings Limited (HTHKH, or the Group; stock code: 215) is a leading telecommunications operator providing advanced mobile communications in Hong Kong and Macau under the "3" brand. HTHKH is a member of the CK Hutchison Holdings group (stock code: 1) and channels the latest technologies into innovations that set market trends and steer industry development. For more information on HTHKH, please visit [www.hthkh.com](http://www.hthkh.com).

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