



## **3 Hong Kong and PARKnSHOP fully launch best value SoSIM exclusively at 250-plus PARKnSHOP stores**

**Users can enjoy 4G infinity data for 30 days for HK\$33**

**Buy or recharge SoSIM to be automatically entered into a lucky draw with a chance to win prizes worth up to \$HK3.3 million**

Hong Kong, 5 November 2020 - 3 Hong Kong, the mobile arm of Hutchison Telecommunications Hong Kong Holdings Limited (HTHKH; stock code: 215), and PARKnSHOP Hong Kong (PARKnSHOP) today announced full launch of the SoSIM prepaid SIM card (SoSIM) for HK\$33 exclusively at 250-plus PARKnSHOP stores including PARKnSHOP, FUSION, TASTE, INTERNATIONAL, food le parc, GOURMET, GREAT FOOD HALL and SU-PA-DE-PA.

SoSIM, available for HK\$33 at cashier checkouts and self-checkouts, offers 4G infinity\* data for 30 days and comes with three special activation bonuses and 10 times MoneyBack bonus points. It can be easily topped up with an ePin available at ParknShop stores.

Get the most of SoSIM now!

### **Exclusively available at 250-plus PARKnSHOP stores**

3 Hong Kong and PARKnSHOP soft launched the new prepaid SIM card at some designated PARKnSHOP stores in October and received overwhelming market response. All SoSIMs were sold out in a flash and the SIM card has become a hot topic on social media since then.

SoSIM, available at all PARKnSHOP stores, is one of the prepaid SIM cards with the largest sales network in town and is good for all mobile users.

Kenny Koo, HTHKH Executive Director and CEO, said: "We are thrilled to work with PARKnSHOP, Hong Kong's leading supermarket chain of our parent company CK Hutchison Group, to impress the market with the super value prepaid SIM card and pamper the general public with good value-for-money data and voice minutes for only HK\$33 with 30-day 4G infinity\* data .

3 Hong Kong's superior mobile network now boasts 5G network coverage of 99%<sup>1</sup>. PARKnSHOP's huge store network comprises 250-plus supermarkets covering the whole territory including outlying islands. Combining these strengths will help us further popularise prepaid SIM cards going forward. SoSIM, dubbed the "magic SIM card" by netizens, will also meet customer demand for dual SIM/ secondary SIM cards. It has created an all-win situation for the customer, PARKnSHOP and 3 Hong Kong."

Norman Yum, Managing Director of PARKnSHOP Hong Kong, said: "PARKnSHOP always strives to provide customers with diversified and value-for-money products. The SoSIM

prepaid SIM card, now available at all PARKnSHOP stores, is the best value in town with infinity data usage and suitable for everyone. PARKnSHOP is delighted to join hands with 3 Hong Kong in launching the SoSIM prepaid SIM card with our massive network for customers to purchase it when they shop for daily necessities. Once the balance is used up, customers can simply purchase an ePIN at any of our stores. It is convenient and easy to use. I'm confident this SIM card will be well-received by our customers."

### **Activate SoSIM and enjoy three activation bonuses**

The great-value SoSIM has four advantages:

- **So easy - insert and get online**  
The contract-free prepaid SIM card requires no registration or mobile data settings. Simply insert it to a handset and get online.
- **So value for money - best value prepaid SIM card in town**  
SoSIM offers 30-day 4G infinity\* local data. Upon activation of the SIM card, customers are entitled to three activation bonuses (valid for 120 days). These include:
  1. An extra 50GB of social media data applicable to Facebook, Instagram, WhatsApp, LINE and WeChat.
  2. A night fever data package (infinity data with speed up to 7.2Mbps from 23:00 to 07:00).
  3. 10,000 local call minutes.Customers can also earn 10 times MoneyBack bonus points. Activate the SIM card the sooner the better to enjoy all the bonuses!
- **So good for everyone - an extra SIM card for all mobile users**  
Boasting a highly-favourable price-to-performance ratio, SoSIM is suitable for all mobile users. Students and office workers can share 4G data with speed up to 42Mbps by Wi-Fi for e-learning and video conferencing. Gamers can update games and download network resources during the night fever period with infinity data. Senior citizens will find the 10,000 local call minutes (an activation bonus) particular useful for staying in touch with children and family. Domestic helpers can leverage the extra 50GB of social media data (an activation bonus) to connect with friends and family overseas anytime, anywhere. For the convenience of domestic helpers, SoSIM is also available in a yellow package printed with the Indonesian language *bahasa*. In addition, SoSIM is the perfect choice for a local backup SIM card.
- **So convenient - top up value easily at PARKnSHOP stores with ePIN**  
SoSIMs can easily be recharged with an ePIN, available for purchase at 1,000-plus cashier checkouts and self-checkouts at all PARKnSHOP stores including PARKnSHOP, FUSION, TASTE, INTERNATIONAL, food le parc, GOURMET, GREAT FOOD HALL and SU-PA-DE-PA. The local data package will renew automatically on the expiry date if there is sufficient credit in the prepaid SIM.

## **Buy more and recharge more to automatically enter into a lucky draw and win prizes worth up to HK\$3.3 million**

Customers purchasing and activating a SoSIM prepaid card, or recharging it, will automatically be entered into a lucky draw organised by 3 Hong Kong in November. Customers will have a chance to win prizes such as the latest smartphones and handset cash coupons worth up to HK\$3.3 million. Stay tuned for more details from 3 Hong Kong.

Meanwhile, MoneyBack App members will earn a PARKnSHOP Sumikko Gurashi eStamp for each SoSIM prepaid card purchased.

For more details on SoSIM, please call the 3 Hong Kong's customer hotline on 1033, or talk to a 3iChat ambassador at 3iChat.three.com.hk. Alternatively, please visit [web.three.com.hk/prepaid/sosim/](http://web.three.com.hk/prepaid/sosim/) or 3 Hong Kong's Facebook page at [www.facebook.com/threeHK](http://www.facebook.com/threeHK).

For details of PARKnSHOP stores, visit [www.parknshop.com/en/storeLocator](http://www.parknshop.com/en/storeLocator).

### ***Remarks:***

*^ Calculated according to 3 Hong Kong's number of base stations (excluding shared and non-fully-controlled sites with no 5G deployment). 5G network coverage reached 99% at the end of October 2020.*

*\*First 50GB up to 42Mbps, thereafter infinity data up to 128kbps.*

*Terms and conditions of SoSIM: <https://web.three.com.hk/tnc/200904/tnc-sosim-en.pdf>.*

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## **About 3 Hong Kong**

Leading mobile operator 3 Hong Kong is flourishing into a digital operator ideally prepared for the era of 5G mobile broadband. The company plays a prominent role in developing a new economy ecosystem by serving consumer and corporate customers from a diversity of capabilities in fields such as the Internet-of-Things (IoT) concept and 5G technology. Operating under the 3Supreme, 3 and MO+ brands, 3 Hong Kong offers advanced data and roaming services, as well as FinTech, video-on-demand, gaming and music applications.

3 Hong Kong tailors one-stop solutions comprising network services, mobile devices, consultancy, project implementation and technical support to help enterprises boost efficiency and competitiveness. In this regard, our "3Innocity" programme provides a means of collaborating with start-ups and global enterprises to create digital-age applications and explore business opportunities in mobility, as well as IT, IoT and big data. In addition to meeting the needs of consumer and corporate customers, 3 Hong Kong contributes to Hong Kong's development as a smart city.

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, visit [www.three.com.hk](http://www.three.com.hk). For more information on HTHKH, visit [www.hthkh.com](http://www.hthkh.com).

### **About PARKnSHOP**

Established in 1972, PARKnSHOP is Hong Kong's leading supermarket chain and one of the most trusted brands in Hong Kong.

PARKnSHOP continues to innovate and offer the best value for money, the widest number of product choices, freshness and safety, and different store formats to meet the needs of different customer segments. Its eStore and mobile application offer added convenience to tech-savvy customers to shop from anywhere at anytime.

PARKnSHOP launched the first MoneyBack reward points programme, providing extra savings to members in the form of exclusive discounts, bonus point scheme and free premium redemption. Its retailing foresight and management campaigns are well recognized through numerous consumer, industry and community awards.

PARKnSHOP now operates around 280 outlets in Hong Kong and Macau. It is a member of the A.S. Watson Group, a subsidiary of CK Hutchison Holdings Limited.

Website: <http://www.parknshop.com/>

Facebook: <https://www.facebook.com/parknshophk/>

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