



3 Hong Kong organises "SoSIM Rewards You" Lucky Draws with prizes worth up to HK\$3.3 million

Prizes include Samsung 5G smartphones and PARKnSHOP cash coupons

- The SoSIM prepaid SIM card (SoSIM) has received overwhelming market response since launch, expanding customer reach of the SIM card.
- Six lucky draws will be conducted, with grand prizes including six Samsung 5G smartphones.
- Customers who activate or recharge a SoSIM will be included in the lucky draws automatically. The more you recharge, the greater chance to win.
- Three more SoSIM bonus offers will be added to wow the market with super value.

Hong Kong, 17 December 2020 - The SoSIM prepaid SIM card (SoSIM), jointly launched by 3 Hong Kong, the mobile arm of Hutchison Telecommunications Hong Kong Holdings Limited (HTHKH; stock code: 215), and PARKnSHOP Hong Kong (PARKnSHOP), has received overwhelming market response and become one of the most popular prepaid SIM cards in town since launch. 3 Hong Kong today announced launch of the "SoSIM Rewards You" Lucky Draws with prizes worth up to HK\$3.3 million. Fabulous prizes include six Samsung 5G smartphones and PARKnSHOP cash coupons. In addition, three exclusive SoSIM bonus offers will be made available to create another craze in the city!

Achieving overwhelming market response and expanding customer reach

The most sought after SoSIM has successfully expanded its reach to prepaid SIM card customers in merely a few weeks after launch thanks to its attractive pricing, 3 Hong Kong's superior network and PARKnSHOP's huge store network comprising 250-plus supermarkets. These include PARKnSHOP, FUSION, TASTE, INTERNATIONAL, food le parc, GOURMET, GREAT FOOD HALL and SU-PA-DE-PA.

Kenny Koo, HTHKH Executive Director and CEO, said: "We are thrilled that SoSIM has successfully broadened our prepaid SIM card customer base to include students, office workers, gamers, senior citizens and domestic helpers. The huge sale of over 100,000 SoSIMs shortly after launch has underlined the strong synergies created by 3 Hong Kong and PARKnSHOP."

"We are therefore organising the lucky draws to thank our customers for their continued support at Christmas, while acquiring new customers and encouraging existing users to top up their SoSIMs. We would like SoSIM to become the preferred prepaid SIM card for all customers," he added.

Norman Yum, Managing Director of PARKnSHOP Hong Kong, said: "Since its launch in November, the SoSIM card and the top-up ePin have been well-received by our customers. Many of them feel very convenient to have this great-value SIM available at PARKnSHOP. Apart from the "SoSIM Rewards You" Lucky Draws, we also provide three bonus offers to provide the most of this best value-for-money prepaid SIM card in town."

Six lucky draws with prizes including Samsung 5G smartphones worth up to HK\$3.3 million

The "SoSIM Rewards You" Lucky Draws will be held six times between 23 December 2020 and 13 March 2021, offering prizes worth up to HK\$3.3 million. Fabulous prizes include six Samsung 5G smartphones, Sumikko Gurashi Premium gift sets, handset vouchers and PARKnSHOP cash coupons.

From now until 12 March 2021, customers purchasing and activating a SoSIM, or recharging it with an ePIN at PARKnSHOP, will automatically be entered into the lucky draws. Chances of winning in a lucky draw are calculated on an accumulative basis. There is no limit on prize-winning chances. Those who fail to win the draw will be included in the next draw. The earlier you activate your SoSIM, the greater chance to win. Winners will receive a text message on their SoSIM mobile phone numbers.

Three new bonus offers to fuel the SoSIM craze with super value

SoSIM, available at HK\$33, is the best value prepaid SIM card in town, as well as the best choice for Hong Kong users. 3 Hong Kong and PARKnSHOP are launching three more exclusive bonus offers to cater for different users.

- 30-day Unlimited Usage of Zoom Data for HK\$10 (Coming soon)**
 Online video conferencing via Zoom has become a new normal as classes go online and more people are working from home. In view of this, 3 Hong Kong will soon launch an unlimited Zoom data package to enable users to go online with Zoom care-free. Customers purchasing a local data package for HK\$33 or HK\$88 can buy the 30-day free Zoom data package at HK\$10.
- Last Call for Top-up Promotion**
 From now until 31 December 2020, SoSIM users will enjoy a free extension of the validity of a SoSIM by 365 days for every recharge of HK\$33 or above with an ePIN at PARKnSHOP. An extra 12,000 local call minutes will also be awarded the next day, offering more flexibility to users, especially senior citizens who would like to stay connected with family and friends.
- HD Voice Call Package**
 SoSIM now offers the new HD Voice Call function, enabling customers to enjoy clear voice call via a 4G LTE network while using 4G LTE data service during the call. The package starts from HK\$18/30 days with up to 12,000 extra local call minutes.

Validity	Services		Charge
30 days	HD Voice Call (Unlimited)	1,000 local call mins	\$18
180 days		5,000 local call mins	\$38
365 days		12,000 local call mins	\$65

For more details on SoSIM and the “SoSIM Rewards You” Lucky Draws, please call the 3 Hong Kong’s customer hotline on 1033, or talk to a 3iChat ambassador at 3ichat.three.com.hk. Alternatively, visit web.three.com.hk/prepaid/sosim/ or 3 Hong Kong’s Facebook page at www.facebook.com/threeHK. For details of PARKnSHOP store addresses, please visit www.parknshop.com/en/storeLocator.

Remarks:

Trade Promotion Competition Licence numbers: 54051, 54052, 54053 and 54054

Details of the “SoSIM Rewards You” Lucky Draws: web.three.com.hk/prepaid/sosimluckydraw/.

Terms and conditions of SoSIM: 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. For more information on HTHKH, visit 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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