



One World



## **"3HK@FORTRESS" Shop-in-Shop at 26 FORTRESS Stores - 3 Hong Kong-FORTRESS Strategic Partnership Brings All-round New 5G Smart Living**

- **"3HK@FORTRESS" shop-in-shop at 26 FORTRESS stores around Hong Kong, takes advantage of FORTRESS as the largest local electronics and electrical appliance retail network, advancing 3 Hong Kong's rapid business expansion and accelerated 5G integration into daily living.**
- **Partnership to transform 3 Hong Kong and FORTRESS into digital lifestyle service providers, offering customers all-round mobile services and cool gadgets in one place**
- **Well-designed 5G SIM with FORTRESS Voucher Plan , starting from \$248^ monthly with complimentary FORTRESS cash vouchers with value up to \$21,000**
- **MoneyBack members subscribing designated 5G monthly plan can enjoy an extra 10% of local 5G data per month and earn up to 6,000 MoneyBack points**
- **3 Hong Kong's subscription plans are available at all FORTRESS stores while "Be On Your Way" Combo is exclusive to FORTRESS only, offering various mobile bundle plans that fit different customers' needs**

Hong Kong, 27 January 2021 - 3 Hong Kong, the mobile arm of Hutchison Telecommunications Hong Kong Holdings Limited (HTHKH; stock code: 215), today announced its strategic partnership with FORTRESS, market leader of electronics and electrical appliances, to launch "3HK@FORTRESS" shop-in-shop at selected FORTRESS stores. This provides convenience for customers to subscribe 3 Hong Kong's supreme mobile services at more sales points, from subscription, contract renewal, SIM card replacement, name changing, to bill payment and autopay services, etc. The collaboration introduces exclusive FORTRESS vouchers to redeem a wide range of home appliances, in which MoneyBack members can gain extra MoneyBack points and data usage, promoting all-round new 5G smart living.

### **26 "3HK@FORTRESS" shop-in-shops launched around Hong Kong**

"3HK@FORTRESS" has been launched in 26 FORTRESS stores in Hong Kong, Kowloon and New Territories. Not only can customers enjoy the services including subscription, contract renewal, SIM card replacement, name changing, to bill payment and autopay services at "3HK@FORTRESS", but they can also purchase various home appliances from the wide range of diversified products available at FORTRESS stores. 3 Hong Kong's superior mobile network

now boasts 5G network coverage of 99%#. With "3HK@FORTRESS", customers can experience supreme mobile services while shopping for trendy digital gadgets, enjoying a comfortable and convenient 5G smart living experience.

**Kenny Koo, Executive Director and CEO of HTHKH** said, "3 Hong Kong has always been collaborating with FORTRESS, a retail chain of our parent company CK Hutchison Group and for our latest collaboration, we have opened 26 '3HK@FORTRESS' shop-in-shops covering the whole territory in six months. '3HK@FORTRESS' not only expands 3 Hong Kong's sales network, but creates a breakthrough in the traditional sales strategy of mobile operators. Customers can conveniently upgrade their plans to 5G while purchasing diversified home appliances in FORTRESS, facilitating 3 Hong Kong's transformation into a digital lifestyle service provider. In addition, this collaboration also expands the service options of 3 Hong Kong and FORTRESS's customers. The strengths of both parties will create synergy as well as a win-win-win situation for 3 Hong Kong, FORTRESS and our customers, facilitating the development of 5G smart living."

**Clarice Au, Managing Director of FORTRESS** said, "FORTRESS strives to be innovative, developing new retail strategies and strengthening online and offline (O+O) shopping experience, which offers customers better and smarter living. Along with the extended store network all over Hong Kong, FORTRESS provides the latest technology product choices and a wide range of after-sales services by our professional team. We are delighted to collaborate with 3 Hong Kong, to jointly lead the consumer market in all-round 5G smart living with both our competitive advantages. This also marks the transformation of FORTRESS into a Smart Living Solution Provider.

Customers can now enjoy product experience of new home appliances in addition to high-quality mobile communication services at the 26 '3HK@FORTRESS' shop-in-shop. All FORTRESS stores also feature 'Be On Your Way' Combo that provides the best product and service choices for customers according to their needs at different life stages."

### **Subscribe designated 5G plan to get \$21,000 FORTRESS vouchers**

#### **MoneyBack members enjoy 10% extra local data per month**

From now on, customers can get a FORTRESS voucher by subscribing to designated 5G monthly plans at "3HK@FORTRESS", including monthly SIM plan, flagship handset plan and multi-SIM monthly plan with a monthly fee starting \$248<sup>^</sup>. Customers subscribing to the multi-SIM monthly plan can get the first two SIMs for \$614 a month, and at most three add-on secondary SIMs for \$120 a month. Each add-on SIM can have a bonus of 27GB 5G shared data to share with family members while receiving \$21,000 worth of FORTRESS vouchers.

Customers can purchase smartphones, home appliances and digital gadgets\*, including pure water dispenser, hand blender, air purifier with heater and fan, oven, computer, smart TV and audio-visual combo sets, using the FORTRESS vouchers within the contract period at "3HK@FORTRESS". Customers can also enjoy an extra 3% off discount for any purchase of Samsung Notebook with the FORTRESS cash vouchers.

Besides, holders of designated credit cards subscribing plans on or before 28 February can enjoy 33% extra local 5G data per month during the contract period with a maximum of 66 GB; while MoneyBack members subscribing designated 5G mobile plans can enjoy various offers, which include earning up to 6,000 MoneyBack points and 10% extra local 5G data per month with a maximum of 20 GB.

Details of popular monthly plans:

5G monthly plan		Local 5G data per month (includes bonus 5G local data during contract period)		Contract	FORTRESS Voucher
		Designated Credit Card Offer	MoneyBack Members Offer		
<b>5G SIM Plan</b>					
\$248	Top Up +\$58 a month for 4.5G Infinity Data	<del>27GB</del> 20GB 4.5G infinity data thereafter	<del>22GB</del> 20GB 4.5G infinity data thereafter	36 months	\$2,000
\$288		<del>40GB</del> 30GB 4.5G infinity data thereafter	<del>33GB</del> 30GB 4.5G infinity data thereafter		
\$388		<del>133GB</del> 100GB 4.5G infinity data thereafter	<del>110GB</del> 100GB 4.5G infinity data thereafter		
<b>5G Multi-SIM with Fortress Voucher Plan</b>					
The first two SIMs	\$614 per card	<del>266GB</del> 200GB 5G shared data	<del>220GB</del> 200GB 5G shared data	36 months	\$21,000
The 3 <sup>rd</sup> -5 <sup>th</sup> add-on secondary SIMs	\$120 per card	with bonus <del>27GB</del> 20GB 5G shared data per card	with bonus <del>22GB</del> 20GB 5G shared data per card		

For more details on **5G SIM with FORTRESS Voucher Plan**, please visit [web.three.com.hk/plans/fortress5g/](http://web.three.com.hk/plans/fortress5g/)

### **"Be On Your Way" Combo with smart gadgets for your journey-of-life**

3 Hong Kong subscription plans are available at over 70 FORTRESS stores around Hong Kong, in addition to "3HK@FORTRESS". Besides, "Be On Your Way" Combo offers various monthly plans where customers can enjoy a wide range of smart living gadgets with as low as \$20 per month on top of mobile plan subscription. Smart gadgets include Samsung Buds Pro wireless earphone, Logitech computer peripheral products, Fitbit smart wearables, Rakuten Kobo eReader, Bruno instant hot water dispenser, compact hot plate, wireless speaker, massage gun, blood pressure and heart rate monitor, satisfying customer needs of different ages.

### **Artists Jennifer Yu and Johnny Hui at press conference with 5G live broadcast by 3 Hong Kong**

Artist Jennifer Yu and Johnny Hui attended the "3HK@FORTRESS" shop-in-shop press conference to enjoy first-hand the new 5G smart living and shopping experience. Jennifer selected products for her expected baby with FORTRESS vouchers, and shared her one-stop smart living shopping experience with the audience at the virtual event and Facebook 5G live session.

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

For more details on **5G SIM with FORTRESS Voucher Plan** , please visit [web.three.com.hk/plans/fortress5g/](http://web.three.com.hk/plans/fortress5g/).

For more details on **Exclusive offers for designated credit card**, please visit <https://web.three.com.hk/plans/dbs5gplan1/>.

For more details on **"Be On Your Way" Combo**, please visit [www.fortress.com.hk/zt/promotion/3hk-bundle-plan](http://www.fortress.com.hk/zt/promotion/3hk-bundle-plan).

For more details on **MoneyBack members exclusive offers**, please visit [web.three.com.hk/plans/mb5gplan/](http://web.three.com.hk/plans/mb5gplan/).

**Terms and conditions:**

#Calculated based on the number of base stations in 3 Hong Kong.

<sup>^</sup>Extra \$58 per month for subscription of 4.5G Infinity Data Plan

<sup>\*</sup>Excluding Apple products, home gaming products (including Nintendo, Playstation and Xbox) and service prepaid SIM cards (including Google, Sony, Apple, Microsoft, Stream, Netflix, Nintendo, Spotify, JOOX, KKBox and Moov)

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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 FORTRESS**

Founded in 1975, FORTRESS is a member of A.S. Watson Group. Today, FORTRESS has grown to over 70 retail outlets and employs over 1,000 staff. Over the past four decades, FORTRESS has earned the loyalty of Hong Kong consumers and received numerous customer service awards, which has further established its reputable brand image.

As a market leader, FORTRESS has always introduced innovative and exciting new shopping experiences to customers. To tie in with customers' needs to pursue quality living, FORTRESS has launched new concepts and product experience zones in recent years, including TechLife concept store featuring smart and innovative products sourced from Hong Kong and all over the world; Premium Living Zone showcasing a wide range of modern home appliances; GameZ, an experience zone for various gaming products; Home Auto, featuring different smart home products and solutions; Beauty Lab, displaying advanced electronic beauty

products; and 3HK@FORTRESS Shop-in-Shop, a designated area to provide all-round service for mobile communication.

In addition, FORTRESS has established Pro-Team to offer professional after-sales service. With our 'One-to-One Personal Consultations' and 'Experience Workshops', customers can learn more about the function and application of various products.

Through our website ([www.fortress.com.hk](http://www.fortress.com.hk)), Facebook ([www.facebook.com/fortresshk](http://www.facebook.com/fortresshk)), Instagram ([www.instagram.com/fortresshk](http://www.instagram.com/fortresshk)) and Weibo ([www.weibo.com/fortresshk](http://www.weibo.com/fortresshk)), we bring the market's latest trends and information to our customers so they can get the latest updates on the fast changing digital world.

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