



One World

Press release



**3 Hong Kong extends sales of SoSIM to
over 400 Watsons and PARKnSHOP online and offline stores
throughout Hong Kong
\$33 per card to enjoy 4G infinity* data
with extra \$40 Watsons cash coupons**

- **3 Hong Kong extends SoSIM sales to Watsons online and offline stores, allowing customers to buy and recharge SoSIM at over 400 Watsons and PARKnSHOP stores.**
- **As of end of March 2021, SoSIM sales exceeded 300,000.**
- **Starting today till 13 May, customers get \$40 Watsons cash coupons^ upon purchase of SoSIMs at any Watsons stores.**
- **Starting today till 30 April, MoneyBack members could enjoy up to \$440 exclusive offers including \$40 Watsons Cash coupons, 10x MoneyBack bonus points with extra benefits of online make-up class or one-on-one online consultation service by Watsons' dietitian upon purchase of SoSIM at Watsons online or offline stores.**
- **3 Hong Kong launches new SoSIM mobile app, providing customers easy access to manage their accounts, check usage, recharge and buy service plans anytime, anywhere.**

Hong Kong, 14 April 2021 - 3 Hong Kong, the mobile arm of Hutchison Telecommunications Hong Kong Holdings Limited (HTHKH; stock code: 215) today announced its partnership with Watsons Hong Kong, Asia's No.1 health and beauty retail brand, to launch SoSIM prepaid cards at Watsons Hong Kong's online and offline stores. Starting today, customers can buy and recharge SoSIMs at over 400 Watsons and PARKnSHOP stores throughout Hong Kong. In addition, 3 Hong Kong also launched the new SoSIM mobile app, allowing customers to manage their SoSIMs accounts, check usage, recharge and subscribe service plans with ease, furthering their digital mobile enjoyment.

HTHKH Executive Director and CEO Kenny Koo said: "Our SoSIM launch with PARKnSHOP has met with an overwhelming response. As of the end of March this year, sales of SoSIM has exceeded 300,000. Therefore, we decided to extend the point of sales to Watsons, the chained health and beauty retail brand of our parent company CK Hutchison Group, to let customers buy SoSIMs conveniently at over 400 Watsons and PARKnSHOPs throughout Hong Kong and enjoy our 4G infinity*data for 30 days for HK\$33. By leveraging the extensive sales network of our two partners, we can further open up business opportunities of the prepaid market."

Samuel Lee, Managing Director of Watsons Hong Kong said, "Customer-obsession is Watsons Hong Kong's top priority, and we are always introducing innovative and seamless online and offline (O+O) shopping experience to customers. We are delighted to partner 3 Hong Kong to excel the market with our strengths, particularly our extensive store network with flexible and convenient O+O shopping experience. Customers can enjoy extra \$40 Watsons coupons upon purchase of Watsons SoSIM card at our online and offline outlets. MoneyBack members can enjoy extra offers with 10 times MoneyBack points and a chance to attend an online make-up class or one-to-one online consultation service by a Watsons' Dietitian. Customers could enjoy up to \$440 exclusive offers upon purchase of a \$33 SoSIM, enjoying convenient shopping experience in one-stop. "

Buy SoSIM at Watsons stores to get exclusive \$40 cash coupons

Starting today, SoSIM prepaid cards are available at over 400 Watsons and PARKnSHOP stores throughout Hong Kong at \$33. Each card offers 4G infinity* data, 5,000 local minutes for 30 days and 10 times MoneyBack bonus points.

Starting today till 13 May, customers can get an exclusive offer of extra \$40 Watsons cash coupons^ when buying SoSIMs at all Watsons online and offline stores. The coupons can be used for buying household, personal care, health and beauty products, satisfying the essential needs of customers.

Besides, MoneyBack members can get extra benefits of 45-min Watsons' online make-up class by Watsons makeup artist (value of \$400) or 20-min one-on-one online consultation service by a Watsons' Dietitian (value of \$238) upon purchase of SoSIM at Watsons online or offline stores from today till 30 April, and upon completing online registration by 30 April, enjoying up to \$440 exclusive offers.

New SoSIM mobile app allowing customers to recharge, check usage and buy service with ease

3 Hong Kong has also launched the new SoSIM mobile app. Customers only need to download the SoSIM app after purchase of SoSIM at Watsons or PARKnSHOP stores to manage their SoSIM accounts on their handsets. The app can be used for checking data usage, voice usage and balance, buying service plans and value added services. Customers can also use the SoSIM app to recharge and pay by credit card anytime, anywhere after the balance is used up. Recharge is also available at over 400 Watsons and PARKnSHOP stores throughout Hong Kong. The updated balance amount will be reflected in the app immediately.

Recharge SoSIM at any Watsons or PARKnSHOP stores to get free drinks

Starting from 17 April till 8 July, customers can get a free drink by recharging SoSIM at any Watsons or PARKnSHOP stores. Different kinds of free drinks will be offered during the promotional period, including Watson's Alkaline Water 9.0, Watson's Hokkaido Melon Flavoured Soda Water and Watson's Honey Water (Rose Flavor) etc., staying cool with customers in hot summer. Offer valid while stock lasts.

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/ or 3 Hong Kong's Facebook page at www.facebook.com/threeHK. For details of Watsons stores, visit <https://www.watsons.com.hk/%20storeLocator>.



Buy Watsons SoSIM now: https://www.watsons.com.hk/product-3hk/sosim-prepaid-sim-card-%28new%29-picture-is-for-reference-only/p/BP_428168.

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

^ The \$40 coupon is separated into four \$10 coupons; Customers can use one \$10 coupon upon spending over \$50 per transaction. Two of the \$10 coupons must be used within the first to sixth week and the remaining two \$10 coupons must be used within the seventh to eighth week after transaction. Limited to terms and conditions on the coupons.

Terms and conditions of SoSIM: <https://web.three.com.hk/tnc/210326/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 Watsons

Watsons is Asia's leading health and beauty retailer, currently operating nearly 8,000 stores - more than 1,500 of which are pharmacies, in 14 Asian and European markets.

Watsons operates over 200 stores in Hong Kong and Macau, of which over 50 stores have in-store pharmacies. Watsons has a professional team that includes pharmacist, dietician, Chinese medicine practitioner, wellness coach, health advisor, beauty consultant, mother & baby advisor and nurse. They are devoted to serving customers.

Watsons continually sets the highest standards in the health, wellness and beauty market, providing personalised advice and counseling in health, beauty and personal care on top of its market-leading product range, making customers LOOK GOOD, FEEL GREAT every day. Since 2009, Watsons has been the No. 1 Pharmacy/ Drugstore brand in Asia*. In Europe, Watsons is also the leading Health & Beauty retailer in Ukraine.

Watsons is the flagship health and beauty brand of A.S. Watson Group. Please visit www.aswatson.com for more in-depth information about A.S. Watson Group and its brands.

**Campaign Asia-Pacific/ Nielsen's "Asia's Top 1,000 Brands" Online Study 2020 of over 8,000 respondents across 14 markets in Asia Pacific region*

Watsons Hong Kong Website : <http://www.watsons.com.hk/>

Watsons Hong Kong Facebook : <https://www.facebook.com/watsonshongkong/>

Watsons Hong Kong Instagram : <https://www.instagram.com/hkwatsons/>

About A.S. Watson Group

Established in Hong Kong in 1841, A.S. Watson Group is the world's largest international health and beauty retailer operating over 16,000 stores under 12 retail brands in 27 markets, with over 140,000 employees worldwide. For the fiscal year 2020, A.S. Watson Group recorded revenue of US\$20.6 billion. Every year, we are serving over 5.9 billion shoppers via our O+O (Offline plus Online) platforms, providing tech-enabled retail experience to customers offline and online.

In Hong Kong, we operate more than 600 stores under four retail brands - Watsons, PARKnSHOP, FORTRESS, and Watson's Wine. In addition, we manufacture and distribute high quality drinking water brand Watsons Water, as well as the famous juice drinks Mr. Juicy and Sunkist.

A.S. Watson Group is also a member of the world-renowned multinational conglomerate CK Hutchison Holdings Limited, which has four core businesses - ports and related services, retail, infrastructure and telecommunications in over 50 countries.

Please visit www.aswatson.com for more information.

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