



Press release

Global mobile operator 3 Hong Kong has invested over HK\$3 billion to build the most reliable network

Unveiling Hong Kong's first 3. Orbstellar by XCEPT NFT BIG BANG Immersive Experience Hall

- **3 Hong Kong, a member of the CK Hutchison Holdings' telecoms division in 12 markets across the world, has established itself as a truly global mobile operator. With more than HK\$3 billion invested in its mobile network expansion and 5G network development, 3 Hong Kong has successfully built the most reliable mobile network, affirming its 5G leading position in Hong Kong.**
- **Embracing the new theme of "Passion beyond Imagination", 3 Hong Kong today unveiled the 3. Orbstellar by XCEPT NFT BIG BANG Immersive Experience Hall enabling customers and the public to experience crypto art in an immersive space on its 5G network marked by super-high speed and ultra-low latency. Tickets are available at 3Mall ([hyperlink](#)) at HK\$68 each.**
- **5G beyond-imagination special offers are up for grabs. Upgrade now!**
 - **Limited-time offer of a 5G SIM plan for a monthly fee of HK\$178. New subscribers and select existing customers will receive a rebate of monthly fees ^{a,b} for six months. Those subscribing to the \$388 5G SIM plan will receive handset or Fortress cash coupons worth HK\$3,000.**
 - **5G Broadband service with unlimited 5G data is available for a monthly fee of HK\$148. The offer comes with a seven-day trial and money back guarantee. There is no landline or installation. Simply plug in and the service will be available in 15 minutes after subscription. During the promotion period, subscribers will receive limited edition Linksys 5G WiFi 6 routers ^c autographed by super star Louis Koo.**
 - **3 Hong Kong is the first to enable users to settle monthly fees, redeem value-added service or data packs with Moneyback points. Users can check Moneyback points balance on the one-stop My3 App.**

Hong Kong, 30 July 2021 - 3 Hong Kong, the mobile arm of Hutchison Telecommunications Hong Kong Holdings Limited (HTHKH; stock code: 215), has invested more than HK\$3 billion in mobile network expansion and 5G network development since 2019. As a member of CK Hutchison

telecoms division in 12 markets across the world, 3 Hong Kong, has established itself as a truly global operator in Hong Kong. To date, 3 Hong Kong boasts the highest number of 5G "golden spectrum" band base stations in Hong Kong, building the most reliable network and affirming its leading position in 5G.

3 Hong Kong today launched a grand event at 1881 Heritage, during which the company announced its latest network development, demonstrating its successful strategy for transforming itself from a leading telecoms operator into a 5G digital service operator. In addition, 3 Hong Kong integrates its 5G network and the latest technologies to introduce digital new media art and launch the coolest and the trendiest NFT hotspot in Hong Kong, namely "3. Orbstellar by XCEPT NFT Big Bang Immersive Experience Hall". 3 Hong Kong's customers and the public can experience 3 Hong Kong's 5G network with super high speed and ultra-low latency in the hall, while creating collective digital art creation with blockchain technology. The hall opened up a new media immersive experience and fully unleashed 3 Hong Kong's network strength of "Passion beyond Speed", "Passion beyond Limit" and "Passion beyond Tech".

3 Hong Kong's 5G network can be compared to a super highway where its performance can exceed imagination when coupled with a top supercar in super high speed. Celebrities attending the event included Canning Fok, HTHKH Chairman and Group Co-Managing Director of CK Hutchison, Louis Koo, renowned entertainment mogul, and Albert Wong, Director of Kingsway Cars Limited, the official dealer of Lamborghini in Hong Kong, and others.

Continue leading the industry with the highest number of 3.5GHz golden spectrum band base stations in Hong Kong

Since the launch of 5G services in April last year, 3 Hong Kong has been enhancing its service quality in accordance with its "5G One World" theme. Despite the ongoing pandemic, 3 Hong Kong has overcome many challenges and built over 1,200 3.5GHz 5G "golden spectrum" band base stations by mid-July this year, covering Hong Kong Island, Kowloon, New Territories and the outlying islands. This achievement makes 3 Hong Kong the operator with the most 3.5GHz 5G golden spectrum band base stations in Hong Kong now.

Canning Fok, HTHKH Chairman and Group Co-Managing Director of CK Hutchison said: "HTHKH has abundant capital and has invested over HK\$3 billion to expand the mobile network and develop 5G since 2019. We boast the best sales network with more than 400 sales points in Fortress, PARKnSHOP, Watsons Hong Kong and 3 Hong Kong, plus online channels. Both online and offline platforms have been expanding for 3 Hong Kong to reach more customers. With telecoms businesses in 12 markets, CK Hutchison has created synergistic competitive strengths for 3 Hong Kong to stand out in the market. We can easily introduce advanced technologies and services to Hong Kong from other markets, enabling 3 Hong Kong to provide retail customers and different industries with the most reliable network and services."

HTHKH Executive Director and CEO Kenny Koo said: "In addition to increasing the investment on 5G infrastructure, HTHKH conceives innovative ideas and beyond-imagination offers to deliver unexpected services and chill out digital lifestyle. 3 Hong Kong has specially tailored attractive 5G monthly plans to encourage customers to migrate to the most reliable 5G network offered by the truly global mobile operator. We further integrated our 5G network with other technologies such as non-fungible tokens (NFT) and blockchain, becoming one of the first to create a new NFT art experience for customers and open up the coolest digital lifestyle."

Pioneer to launch "3. Orbstellar by XCEPT NFT Big Bang Immersive Experience Hall"

The global NFT market is growing rapidly in recent years, with US\$2.5 billion in sales in the first half of this year, up from just US\$13.7 million in the first half of 2020*, showing the huge potential of the market.

3 Hong Kong targets the crypto art market and partnered with XCEPT, a new media art collective, to create Hong Kong's first NFT Big Bang immersive experience with its creative mind beyond imagination. By deploying the technology of MOVE Network, an affiliate of with Aladdin Technology Group, to encrypt digital contents and transform them into NFT, 3 Hong Kong has become Hong Kong's first telecoms operator to launch an NFT-based project.

Starting today, the experience hall, located at 1881 Heritage in Tsim Sha Tsui, will be opened for an immersive visual discovery in an infinite space. This well-designed experience hall offers many photo hotspots. Participants can create their unique planets on a specific mobile app. Images of their designed planets will be uploaded to a cloud platform in a second and projected onto space by light and shadow after a big bang. This precious moment will be captured and turned into an NFT art piece leveraging blockchain technology for viewing anytime, anywhere on a mobile app or available for transfers or auctions at NFT platforms.

Open to 3 Hong Kong's customers and the public from 31 July to 29 August, it is believed that the experience hall will soon become a hot photo hotspot of the town at summer time. The ticket price is HK\$68. For more information or ticketing, please visit shop.three.com.hk.

Lamborghini Huracán EVO test drives specially for 3 Hong Kong's customers

To allow 3 Hong Kong's customers the opportunity to enjoy the ultimate sound and feel of super sports cars, Kingsway Cars Limited, the official dealer of Lamborghini in Hong Kong, will invite a select group of 50 customers from 3 Hong Kong to test drive the Lamborghini Huracán EVO. Stay tuned.

Launched promotion offers beyond customers' imagination. Let's upgrade to 5G now!

1. 5G SIM service plan at a monthly fee HK\$178 offers an extra reward of 6-month service fees to new and select customers ^{a,b}. A \$388 5G SIM service plan with extra \$3,000 handset / Fortress voucher is also available

3 Hong Kong launched promotion offers beyond imagination to encourage more customers to experience the most reliable network of the truly global mobile operator. The limited-time 5G SIM plan offers as much as 30GB local data entitlement for a monthly fee of HK\$178. New and select existing customers can join or upgrade immediately to enjoy a reward rebate of six-month service fees ^{a,b} (Total: HK\$1,068).

Another 5G SIM plan offers 100GB local data for \$388 a month, whereby select existing customers can upgrade now to enjoy a reward rebate of 6-month service fees ^{a,b} (Total: HK\$2,328) and handset / Fortress vouchers worth HK\$3,000.

From 1 August 2021, 3 Hong Kong is also inviting select existing 4.5G customers to register for a free trial of 5G service for three months, enabling them to enjoy a new 5G digital lifestyle.

2. 5G Broadband service for \$148 a month with no landline or installation needed. Service activated for use in 15 minutes after subscription

3 Hong Kong launches 5G Broadband service with no landline or installation leveraging its network strength, offering customers the best solution beyond imagination for a smart home. 5G Broadband breaks the restrictions of traditional broadband. Customers can check the network performance of their residences at all 3Shops in Hong Kong through an intelligent system. The service can be used 15 minutes right after subscription by just plug and play. In addition to their residence, customers can also enjoy unlimited 5G broadband service at another optional location. The service plan comes with a seven-day trial and money back guarantee.

5G Broadband service plan is available at \$148 a month. Customers can now subscribe to the service at 3Supreme Shop..Super star Louis Koo autographed limited-edition Linksys 5G Wi-Fi 6 routers ^c(suggested retail price: \$3,499) will be given on a first-come, first-served basis.

3. Pioneer to use Moneyback points for payment

Starting today, customers subscribing to 5G service plans will be rewarded with Moneyback points. In addition to settling payment with Moneyback points at PARKnSHOP, Watsons Hong Kong and Fortress stores, customers can pay for 3 Hong Kong's monthly fees or redeem value-added services and data packs ^d including hmvod movies, 3Care Bowtie Go Membership Plan, SoupNTea Pass and roaming data packs with Moneyback points at promotional prices. A real saver for every monthly bill.

Customers can also connect their My3 App accounts to Moneyback App accounts to use the My3App to check their balance of Moneyback points and use those points to pay for 3 Hong Kong's services with ease.

For more details on 3 Hong Kong's latest service plans, please call the customer hotline on 1033, or talk to a 3iChat ambassador at 3ichat.three.com.hk. Alternatively, please visit 3 Hong Kong's Facebook page at www.facebook.com/threeHK.

*<https://www.reuters.com/technology/nft-sales-volume-surges-25-blm-2021-first-half-2021-07-05/>

Remarks:

- a. Limited time offer is valid till 15 Sep 2021.
- b. Select customer is required to subscribe to a designated 5G service contract and pay the admin fee of \$18 per month to enjoy the service fee rebate. Monthly fee rebate will be credited to customer's billing account by 24 instalments.
- c. Limited time offer is valid till 31 Aug 2021.
- d. Offer is only applicable to customer who settles 3 Hong Kong monthly invoice and relevant charges as specified via credit card autopay.

- Ends -

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.

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