



Launches iPhone 13 series with \$178 5G SIM plan offering monthly fee rebate for six months

“iPhone for Life” offers super low installment starting at \$152 per month

Exclusive “IN3 for Life” programme offers HSBC customers a 33% discount⁷ upon handset subscription with trade-in value guarantee

- The \$178 5G SIM plan offers 30GB data entitlement and a monthly fee rebate for six months.
- The “iPhone for Life” offers Hang Seng Bank users interest-free installments with super low monthly installments starting at \$152 with trade-in value guarantee.
- The exclusive “IN3 for Life” programme allows HSBC users to enjoy a 33% discount⁷ upon handset subscription, trade-in value guarantee, 25,000 Moneyback points and an additional 5G data of 33%.
- 3FAM jumped out from Instagram and joined the iPhone event. A new 5G multi-SIM plan was launched for customers to mix and match 5G and 4.5G SIMs, and purchase the iPhone 13 series with \$6,000 discount.

Hong Kong, 24 September 2021 - 3 Hong Kong today launched the highly-anticipated iPhone 13 series and organised a special launch event at the Causeway Bay 3Supreme shop. In attendance were popular singer Hins Cheung and celebrity yoga instructor Coffee Lam, who experienced the “Global Operator · Local Preferred” 5G network on their new iPhones.

With the Hong Kong debut of the iPhone 13 series today, 3 Hong Kong, the local operator with the most prolific experience in iPhone launches, opened retail shops at 8am to serve excited customers who preordered and were waiting to experience the phone’s newest beyond-imagination functions on 3 Hong Kong’s strongest 5G network.

3 Hong Kong has been building the “Global Operator · Local Preferred” 5G network and has invested more than HK\$3 billion in mobile network expansion and 5G network development since 2019. 3 Hong Kong has built 3.5GHz 5G “golden spectrum” band base stations to cover Hong Kong Island, Kowloon, New Territories and the outlying islands; and to date, boasts the highest number of 5G “golden spectrum” band base stations in the territory.

Subscribe to 5G SIM plan for a monthly fee of \$178 to enjoy monthly fee rebate for six months¹ and iPhone standalone handset promotional offer

The iPhone 13 series can be compared to a supercar, which must be coupled with a smooth super highway to unleash its greatest power. 3 Hong Kong's "Global Operator · Local Preferred" 5G network is the super highway designed for the iPhone 13 series. Now, 3 Hong Kong customers subscribing to a 5G SIM monthly plan for \$178 a month can enjoy 30GB local data entitlement and a monthly fee rebate for six months¹. Customers subscribing to 5G SIM plans can also enjoy a standalone handset promotional offer.

"iPhone for Life" interest-free installment plan with super low monthly installments⁸

Customers subscribing to designated 5G plans can enjoy interest-free installments for 36 months with monthly installments starting at \$152 to get a new iPhone using Hang Seng credit cards. Customers can also subscribe to the iPhone 13 Pro for \$217 a month and enjoy a trade-in value guarantee.

HSBC credit card users enjoy 33% discount⁷ upon handset subscription with trade-in value guarantee by joining exclusive "IN3 for Life" plan

In addition, 3 Hong Kong launched the exclusive "IN3 for Life" programme in Hong Kong to allow customers to change new handsets in keeping up with the latest trend. HSBC credit card users subscribing to designated 5G plans can enjoy a 33% discount⁷ upon handset subscription, and return the handset any time after two years of purchase date with a trade-in value guarantee, allowing them to upgrade to new handsets with ease. Customers will also receive 25,000 Moneyback points² and an additional 5G data of 33% each month⁴.

3 Hong Kong customers can use Moneyback points to redeem iPhone gear valued up to \$1,100²

Starting today, new and select existing customers subscribing to 5G plans for the iPhone 13 series will receive Moneyback points for redeeming iPhone gear valued up to \$1,100² for free. They can also use Moneyback points to purchase official Apple's accessories such as AirTag, Apple Watch, AirPods Max and AirPod Pro, as well as a variety of value-added services including Handset Switch Service, two-year VPN Pass, 12-month Bill-to-3 credit and one-year Flexi Entertainment Pack (see below table) at discounted prices.

Handset accessories / VAS	Suggested retail price	Moneyback offer		
		Redemption price	+	Moneyback points for redemption
Bill-to-3 credit (12 months) ⁵	\$500	Free	+	25,000
VPN Pass (24 months)	\$488	Free	+	25,000
Flexi Entertainment Pack (12 months) ⁶	\$708	\$88	+	25,000
Handset Switch Service (12 months)	\$588	\$8	+	25,000
Apple watch S6 40mm LTE	\$3,999	\$3,299	+	25,000
Apple watch S6 44mm LTE	\$4,199	\$3,399	+	25,000
Apple AirPods Pro	\$1,999	\$1,099	+	25,000
Apple AirPods Max	\$4,599	\$2,999	+	25,000
Apple AirTag X 4	\$799	\$159	+	25,000
MOMAX gear pack (5 items)	\$1,020	Free	+	25,000
Verbatim gear pack (4 items)	\$1,122	Free	+	25,000

3FAM jumped out from Instagram to join the iPhone event 5G multi-SIM plan offers 5G and full speed 4.5G SIM cards for mix and match and handset voucher worth \$6,000 for purchasing the iPhone 13 series

3FAM members, Samkid, Samman and Samsok, who make regular appearances at 3 Hong Kong's Instagram account have attracted a loyal following of fans by their unique manner and character. They also attended the iPhone launch event today and interacted with Hins Cheung.

3 Hong Kong also launched a special 5G multi-SIM plan to enable customers more flexibility and freely mix and match 5G and full speed 4.5G SIMs. The \$698 monthly 5G multi-SIM plan offers three 5G SIMs with a total of 160GMB local data entitlement. HSBC credit card users can get an additional 33% data⁴ of basic plan data entitlement and a handset voucher worth \$6,000³, which can be used to purchase the iPhone 13 series. Customers with high data usage can opt for the 200GB local data 5G multi-SIM plan to receive a handset voucher worth \$21,000, which is sufficient to purchase two new iPhones.

For more details, please call the 3 Hong Kong's customer hotline on 1032, or talk to a 3iChat ambassador at 3ichat.three.com.hk. Alternatively, please visit iphone.three.com.hk or 3 Hong Kong's Facebook page at www.facebook.com/threeHK.

Remarks:

1. Customer is required to subscribe designated 5G monthly plan and commit to 36 months contract, and the admin fee of \$18 per month. 30GB monthly local data is only applicable to the first 12-month of contract period, terms and conditions apply.
2. Customer is required to subscribe designated 5G monthly plan and purchase iPhone 13 series on or before 31 Dec 2021 to enjoy 25,000 MoneyBack Points offer. Customer is required to successfully link up the relevant MoneyBack App account to the 3HK postpaid service account of the customer via My3 App to enjoy the related MoneyBack Points Reward and redeem related Moneyback Points and redeem the designated accessories by MoneyBack Points via My3 App on or after early Oct, 2021, terms and conditions apply.
3. Terms & Conditions apply, for details, please visit <https://web.three.com.hk/plans/flexi5gmultisim/index-en.html>
4. Terms & Conditions apply, for details, please visit <https://web.three.com.hk/plans/hsbcplan/index-en.html>
5. \$500 Bill-to-3 Credits (\$45 per month in the first 11 months and \$5 for the 12th month) is applicable to the service subscription (e.g. applications and games) at App Store, Apple, iCloud and Apple Music. Amount of Credits being offset against any purchase amount will be shown on the invoice of the following bill cycle. All unused Credits available as at the cutoff date of each bill cycle will be forfeited automatically without any notice or compensation. Bill-to-3 details: <https://web.three.com.hk/vas/billto3/index-en.html#acb>
6. From 13th month and onwards, \$59 (Original Price: \$69) monthly fee will be charged accordingly.
7. Customer is required to subscribe designated 5G SIM Monthly Plan for a term of at least 24 months or above and commit to the payment of the monthly administration fee of \$18 in order to be eligible for subscription of the "IN3 for Life" Handset Upgrade Program. Customer is required to purchase designated handset model at the same time and settle the payment according to the terms of the Program. Terms & Conditions apply, for details, please visit <https://web.three.com.hk/tnc/210925/tnc-in3forlife-en.pdf>
8. Terms & Conditions apply, for details, please visit <https://web.three.com.hk/tnc/210925/tnc-iphoneforlife-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.

For more information, please contact:

Corporate Affairs

pr@hthk.com

2128 3162