



## **3 Hong Kong collaborates with MoneyBack to launch MoneyBack@3 customer reward programme with “Happy Share of 20 Million MoneyBack Points Game” as kick-off promotion campaign**

- 3 Hong Kong joins MoneyBack member reward programme, becoming latest retail partner of MoneyBack as the programme marks its 15<sup>th</sup> anniversary.
- Earn MoneyBack Points upon service subscriptions, contract renewal, monthly bill payment, customer referrals, purchase or recharging of SoSIM prepaid SIMs.
- Synergy between 3 Hong Kong and MoneyBack brings surprises to customers.
- Giving away 20 million MoneyBack Points for 3 Hong Kong customers to share to kick-off programme.
- 3 Hong Kong customers can earn 500 MoneyBack Points by linking-up their MoneyBack accounts in My3 App\*.

Hong Kong, 7 April 2022 - 3 Hong Kong, the mobile arm of Hutchison Telecommunications Hong Kong Holdings Limited (HTHKH; stock code: 215), and MoneyBack, Hong Kong's leading member reward programme, today announced a collaboration to launch MoneyBack@3 customer reward programme. This will be kicked off by the “Happy Share of 20 Million MoneyBack Points Game” promotion campaign to encourage customers to link up their My3 App and MoneyBack App accounts and accomplish designated tasks, earning MoneyBack Points and enjoying great deals.

### **3 Hong Kong joins MoneyBack member reward programme**

#### **Customers can pay monthly plans with MoneyBack Points**

3 Hong Kong today became one of MoneyBack's retail partners to deliver an array of lifestyle privileges to customers. MoneyBack members can earn points from various merchants where they can redeem cash discounts for monthly bill payment or purchase of smartphones, accessories and smart living products, digital lifestyle services and data packs. MoneyBack members can earn MoneyBack Points at 3 Hong Kong by subscribing to services, renewing services, paying monthly bills, referring friends as well as buying or recharging SoSIM prepaid

cards. Furthermore, customers using 3 Hong Kong's services for a longer time will be awarded more with a multiplier on the points earned#.

Easy to earn	Simple to burn
<ul style="list-style-type: none"> <li>● Existing 3 Hong Kong customers who upgrade or renew services will earn up to 3,000 MoneyBack Points</li> <li>● Referring friends to subscribe to 3 Hong Kong's services. Both referrers and referees will each earn up to 20,000 MoneyBack Points</li> <li>● Buy or recharge SoSIM prepaid cards</li> </ul>	<ul style="list-style-type: none"> <li>● Pay monthly bills</li> <li>● Redeem popular products like smartphones, accessories and smart living goods</li> <li>● Redeem digital lifestyle services</li> <li>● Redeem local or travel data packs</li> </ul>

The MoneyBack@3 customer reward programme will gradually bring customers surprises like birthday privileges, shopping discounts and tailored special activities to earn MoneyBack Points. Stay tuned.

**Andrew Yau, Vice President of Consumer Marketing of Hutchison Telecommunications (Hong Kong) Limited**, said: "Earning reward points has become the habit of consumers nowadays. We have launched the MoneyBack@3 customer reward programme together with the innovative "Happy Share of 20 Million MoneyBack Points Game" to encourage customers to join the programme by sharing 20 million MoneyBack Points. With customers earning Points at 3 Hong Kong and paying with them here, this will help us build closer customer relationships. The collaboration will also bring synergy to both brands and deliver more surprises to our customers."

**Mandy Ng, Customer Director of MoneyBack and Chief Customer Insights and Analytics Officer of A.S. Watson Group**, said: "This year marks the 15th anniversary of MoneyBack. We are thrilled to have 3 Hong Kong joining MoneyBack as it represents another milestone to expand our member reward programme. With the launch of MoneyBack@3 customer reward programme, MoneyBack members now can earn and burn points upon spending at 3 Hong Kong, which enhances our exclusive O+O shopping experience and provides a series of rewards for our members across different platforms anytime. "Happy Share of 20 Million

MoneyBack Points Game” is just a kick-off promotion campaign. We will continue exploring more attractive offers for our members as our thanks to their support.”

### **20 million MoneyBack Points for 3 Hong Kong customers**

To celebrate the launch of MoneyBack@3, 3 Hong Kong kicks off the “Happy Share of 20 Million MoneyBack Points Game” for all customers. Starting today until 18 May, 3 Hong Kong postpaid customers including individual accounts and corporate staff accounts who link-up their MoneyBack accounts in My3 App will be rewarded 500 MoneyBack Points\*.

Furthermore, customers will get a share by accomplishing designated tasks, including updating email contacts, buying smartphones, accessories and prepaid SIMs at outlets, at My3 App, 3 Hong Kong website, 3Shops, 3 Hong Kong@Fortress and 3|DigiLive shop-in-shops. The more tasks accomplished by customers, the more shares they will receive. The amount of MoneyBack Points shared depends on the number of shares collected. The results will be announced on 1 June 2022.

\*10,000 quota will be offered on a first-come, first-served basis.

# This will be launched soon, with details to be announced later.

For details of the “Happy Share of 20 Million MoneyBack Points Game”, please call 3 Hong Kong customer hotline 1033, talk to a 3iChat ambassador at [3ichat.three.com.hk](https://3ichat.three.com.hk) or WhatsApp 3toTalk ambassadors on [wa.me/85253336833](https://wa.me/85253336833). Alternatively, please visit [www.three.com.hk/20million](http://www.three.com.hk/20million) or 3 Hong Kong's Facebook page [@threeHK](https://www.facebook.com/threeHK) or IG page [@3hongkong](https://www.instagram.com/3hongkong).

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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 ultra-high speed 5G Broadband.

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. 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 artificial intelligence, block chain, cloud computing, big data, NFT and virtual reality. 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 MoneyBack**

Since 2007, MoneyBack has turned shopping into fantastic rewards for families across Hong Kong. In 2017, MoneyBack started to go mobile, making it even quicker and simpler to turn points into perks. Earn points every time you shop at PARKnSHOP, Watsons and FORTRESS where points can be turned into cash vouchers for discounts on your shopping and you can check your points balance on MoneyBack App, even enjoy birthday gifts and exclusive member offers etc. Everything you need is in one handy place. You can share your points with your friends and family too. Share more. Enjoy more.

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