



## Press Release

### **3 Hong Kong celebrates the 50<sup>th</sup> anniversary of PARKnSHOP and the 15<sup>th</sup> anniversary of MoneyBack with a series of special offers**

#### **Launch of 3 | DigiLive shop-in-shops at PARKnSHOP supermarkets to offer 5G broadband services and smart living products**

- In celebration of PARKnSHOP's 50th anniversary this year, 3 Hong Kong has tailored a series of special offers. For a monthly fee of HK\$88, customers can enjoy infinity 5G broadband services with a 5G Wi-Fi 6 router. A special 5G SIM plan offering 50% extra data is also available for a monthly fee of HK\$189.

Two SoSIM award schemes will also be launched.

- Starting today till 16 August, customers buying SoSIMs at any PARKnSHOP supermarkets can upgrade their SoSIMs to the "PARKnSHOP 50th Anniversary Campaign" edition and enjoy unlimited data for four extra major video apps for 30 days plus receive up to HK\$40 worth of e-coupons.
- 3 | DigiLive shop-in-shops at PARKnSHOPs target family customers and offer 5G broadband and smart living products. The number of shop-in-shops will be extended to 18 by the year end of 2022.
- Following the launch of 3 | DigiLive in PARKnSHOP supermarkets and 3 Hong Kong's joining the MoneyBack Member Reward Programme, 3 Hong Kong, PARKnSHOP and MoneyBack will continue to bring MoneyBack members fabulous rewards.
- The MoneyBack@3 Reward Programme dedicated to 3 Hong Kong customers has received overwhelming response since its launch. Customers can earn MoneyBack Points with ease upon service subscriptions, contract renewal, purchase or recharging of SoSIM prepaid SIMs while they can use MoneyBack Points for monthly bill payment or redeeming products at My3 App. Customers will be able to earn 500 MoneyBack Points by linking up their MoneyBack accounts on My3 App\*.
- 3 Hong Kong will launch a limited offer at 3 | DigiLive shop-in-shops to celebrate the 15<sup>th</sup> anniversary of MoneyBack. Customers can redeem a MOMAX 2 Healthy IoT smart air purifying dehumidifier with MoneyBack Points. Limited quotas while stock lasts.

**Hong Kong, 9 June 2022** - 3 Hong Kong, the mobile arm of Hutchison Telecommunications Hong Kong Holdings Limited (HTHKH; stock code: 215), is celebrating the 50th anniversary of PARKnSHOP with the launch of a series of special offers on 5G home broadband services and smart living products. 3 Hong Kong earlier set up 3 | DigiLive shop-in-shops at PARKnSHOP supermarkets to bring a smart living experience to household customers.

### **A special HK\$88 plan offers infinity 5G broadband and a free 5G Wi-Fi 6 router**

3 Hong Kong has launched a limited-time offer to celebrate the 50th anniversary of PARKnSHOP. Starting today till 31 July. Customers can subscribe to 5G broadband services at 3 | DigiLive shop-in-shops for HK\$88 a month to enjoy infinity 5G broadband services with a 5G Wi-Fi 6 router. 5G broadband does not require any fixed line. Simply plug and play. No installation is required. 5G broadband connects different smart home appliances, catering for the needs of modern families.

Customers subscribing to the HK\$189 5G SIM plan can enjoy an extra 50% of data per month during the contract period. That means a total of monthly 90GB together with thereafter infinity data (up to 1Mbps) , plus infinity data for 12 major video and social media apps including Netflix, YouTube and Instagram. Customers can also subscribe to extra 5G mobile SIMs to share those data with family members at a special price.

During the promotional period, customers subscribing to 5G broadband services and 5G SIM plans at 3 | DigiLive shop-in-shops will receive an extra 50,000 MoneyBack Points. Redeeming various smart living electrical appliances with MoneyBack Points is the first step to create a smart home.

3 Hong Kong has also tailored two SoSIM special award schemes. From 20 June, the first 10,000 customers who top up/ recharge their SoSIMs at any PARKnSHOP supermarkets will enjoy 50GB mobile data entitlement and 50 MoneyBack Points for free. In addition, 3 Hong Kong will be giving out roaming passes lasting 50 days covering multiple popular destinations in Asia Pacific to 50 lucky customers. Each roaming pass is valued at HK\$600. Stay tuned for more details later.

### **Launch of SoSIM "PARKnSHOP 50th Anniversary Campaign"**

The SoSIM has received overwhelming response since its launch. Leveraging the 50<sup>th</sup> anniversary of PARKnSHOP, customers can enjoy a free upgrade from their HK\$33 SoSIM purchased from any PARKnSHOP supermarkets to the "PARKnSHOP 50th Anniversary Campaign" edition from today until 16 August.

In addition to the original 50GB local mobile data, the special edition offers unlimited data for four extra major video apps - hmvod, MyTV Super, Apple TV and Netflix - for 30 days, plus up to HK\$40 worth of e-coupons.

### **Number of 3 | DigiLive shop-in-shops reaches 18 by end of 2022**

3 Hong Kong has started setting up 3 | DigiLive shop-in-shops since the beginning of this year to facilitate customers to conveniently upgrade to 5G broadband, subscribe to service plans and purchase handsets and smart products. 3 | DigiLive has expanded the retail network of 3 Hong Kong's digital life services and helps customers build their smart homes by integrating 5G broadband with diverse smart appliances.



Till now, 3 Hong Kong has opened nine 3 | DigiLive shop-in-shops on Hong Kong Island, in Kowloon and the New Territories (see [web.three.com.hk/digilive](http://web.three.com.hk/digilive) for addresses). The number of shop-in-shops will reach 18 by the end of this year to cope with increasing customer demand for 5G services and smart appliances.

### **Link up My3 App with MoneyBack accounts to earn 500 MoneyBack Points**

3 Hong Kong joined the MoneyBack Member Reward Programme in April this year. Customers can earn MoneyBack Points upon service subscriptions, contract renewal, purchase or recharging of SoSIM prepaid SIMs. MoneyBack Points earned at all merchants can be used to settle 3 Hong Kong's monthly bill payment, purchase of smartphones, accessories and smart living products, local or roaming data packs, as well as redeeming products at My3 App.

The "Happy Share of 20 Million MoneyBack Points Game" has received overwhelming response since its launch last month. The number of users linking My3 App and MoneyBack accounts during that period was more than double compared with that before the game. 3 Hong Kong customers will be able to earn 500 MoneyBack Points by linking up their MoneyBack accounts with My3 App\*.

### **Special offer to redeem IoT smart air purifying dehumidifiers with MoneyBack Points**

As MoneyBack celebrates its 15<sup>th</sup> anniversary this year, 3 Hong Kong is launching a special offer so customers can redeem a MOMAX 2 Healthy IoT smart air purifying dehumidifier at designated 3 | DigiLive shop-in-shops with MoneyBack Points. This product is perfect for the current humid weather. Limited quotas while stock lasts. Stay tuned for more details later.

### **Creating synergy and laying the foundation of online and offline (O+O) strategy**

Kenny Koo, Executive Director and Chief Executive Officer of Hutchison Telecommunications Hong Kong Holdings Limited, said: 'The industry-leading retail arm of CK Hutchison and a huge retail network have provided enormous support for the strategic collaboration among 3 Hong Kong, PARKnSHOP, Fortress and Watsons.'

Currently, 3 Hong Kong boasts an extensive retail network of 500 retail shops. This has provided tremendous synergy and helped lay the foundation of an O+O strategy. The set-up of 3 | DigiLive shop-in-shops will also help promote 5G services and smart living products to households.'

Norman Yum, Managing Director of PARKnSHOP, said: 'Celebrating PARKnSHOP's 50th anniversary, we have collaborated with 3 Hong Kong to launch the 3 | DigiLive shop-in-shops at PARKnSHOP supermarkets. This offers a unique one-stop-shop experience, enabling customers to purchase 5G services and smart living products while shopping for daily essentials.'

We are delighted that 3 Hong Kong has tailored a series of special offers and privileges for customers in celebration of our 50th anniversary, marking such a significant new milestone.'

Mandy Ng, Customer Director of MoneyBack and Chief Customer Insights and Analytics Officer of A.S. Watson Group, said: 'This year also marks the 15th anniversary of MoneyBack. We keep expanding our partnership network and constantly exploring strategic collaboration with market leaders from different industries to bring fantastic all-round rewards and offers for our members. We are thrilled to have 3 Hong Kong joining MoneyBack to enhance our exclusive O+O shopping experience and provide a series of rewards to members across

different platforms anytime. With the launch of 3 | DigiLive shop-in-shops at PARKnSHOP, we will continue working closely with our partners to bring more surprises and attractive offers for our members.'

For more details, please call 3 Hong Kong's sales hotline on 1033, talk to a 3iChat ambassador at [3ichat.three.com.hk](http://3ichat.three.com.hk) or text our 3toTalk ambassador on WhatsApp [wa.me/85253336833](https://wa.me/85253336833). Alternatively please visit 3 Hong Kong's Facebook page at [www.facebook.com/threeHK](http://www.facebook.com/threeHK). Please visit [web.three.com.hk/digilive](http://web.three.com.hk/digilive) for more information.

\*The campaign will be launched in June.

**【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](http://www.three.com.hk). For more information on HTHKH, visit [www.hthkh.com](http://www.hthkh.com).

### **About PARKnSHOP**

Established in 1972, PARKnSHOP is Hong Kong's leading O+O supermarket chain and one of the most trusted brands in Hong Kong.

PARKnSHOP continues to innovate and offer the best value for money, the widest number of product choices, freshness and safety, and different store formats to meet the needs of different customer segments. Its eStore and mobile application offer added convenience to tech-savvy customers to shop from anywhere at any time.

PARKnSHOP launched the first MoneyBack reward Points programme, providing extra savings to members in the form of exclusive discounts, bonus point scheme and free premium redemption. Its retailing foresight and management campaigns are well recognized through numerous consumer, industry and community awards.

PARKnSHOP now operates nearly 270 outlets in Hong Kong and Macau. It is a member of the A.S. Watson Group, a subsidiary of CK Hutchison Holdings Limited.

Website: <http://www.parknshop.com/>

Facebook: <https://www.facebook.com/parknshophk/>

### **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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