



Press release

3 Hong Kong and Microsoft Hong Kong announce strategic collaboration

**First telecoms operator to adopt Microsoft end-to-end Customer Insight platform to provide a hyper-personalised customer experience
Planning to launch Microsoft Windows 365 for business customers**

Hong Kong, 18 July 2022 - 3 Hong Kong, the mobile arm of Hutchison Telecommunications Hong Kong Holdings Limited (HTHKH; Stock code: 215) and Microsoft Hong Kong, today announced a strategic collaboration. 3 Hong Kong will use Microsoft's cloud technology solution to accelerate digital transformation. It is also the first telecoms operator to adopt Microsoft end-to-end Customer Insight platform and Artificial Intelligence (AI) to uplift and enhance customer satisfaction by providing hyper-personalized customer service and digital experience through an all-round analysis of customer needs. The collaboration will also accelerate 3 Hong Kong's launch of a series of new enterprise solutions for corporate customers to empower them to explore new opportunities and enhance their competitiveness.

Kenny Koo, Executive Director and CEO of HTHKH, said: "We began our digital transformation journey back in 2018, upgrading our technology systems and building a new operating model. The strategic collaboration combines 3 Hong Kong's strong network with Microsoft (Hong Kong)'s advanced technology solutions. This helps us understand more deeply the needs of our customers to provide highly personalised services, enhance customer experience and business operational efficiency, and greatly accelerate our digital transformation process."

Cally Chan, General Manager of Microsoft Hong Kong and Macau, said: "The collaboration exemplifies how Microsoft cloud technology has the power to enrich the customer experience. It is also empowering 3 Hong Kong's team of professionals to optimize efficiency, security, and mobility in their hybrid work model. We are thrilled to collaborate with 3 Hong Kong to help them building a customer-centric and data-driven platform that will ultimately advance their organization and business."

Dynamic Customer Insights Project builds full understanding of customer needs

3 Hong Kong leverages Microsoft Azure Intelligent Data Platform and Microsoft Dynamics 365 Customer Insights solutions to build a Dynamics Customer Insights Project. The initiative is designed to build a comprehensive understanding of customer needs. Through AI-driven analytics and business automation with dedicated marketing strategies, 3 Hong Kong can accurately interact with each customer across all touchpoints to create a customer-centric service process and more personalized experience, as well as strengthen interactions and forge closer relationships with existing customers. It also helps 3 Hong Kong identify and reach out to potential customers and acquire new ones.

Through multi-faceted and intelligent scientific calculations and visualizing data analysis using technologies such as AI and Big Data, 3 Hong Kong has integrated the platform into its business to understand customer needs from all perspectives. The collaboration will combine 3 Hong Kong's extensive 5G network with Microsoft Azure's secure and reliable global infrastructure to bring new business opportunities to 3 Hong Kong, promptly introducing smart living products and services to customers at the right moment and delivering a more comprehensive and personalized experience.

Microsoft 365 boosts workplace productivity across the board

3 Hong Kong will also be adopting the Microsoft 365 solution across its business to maximize employee productivity. Microsoft 365's cloud platform will help reduce the costs involved in-office maintenance, infrastructure, and human resources. Employees can access files on the cloud platform anytime, anywhere. Files stored in the cloud are backed up regularly so that the business can continue to operate as usual even in emergencies. In addition, Microsoft OneDrive, Microsoft Teams, and SharePoint Online enable employees to work and collaborate remotely on mobile devices as required.

Join hands to present enterprise cloud solution

In a post-pandemic world, businesses will need a complete set of digital productivity solutions to enable their employees to work efficiently anywhere with a fast and reliable 5G network. 3 Hong Kong has partnered with Microsoft Hong Kong to provide mobile office solutions such as Microsoft 365 and Office 365 to business customers. The two entities are planning to launch Microsoft Windows 365 Business cloud solutions. Corporate customers of 3 Hong Kong can select their preferred managed services including cloud migration, training services and 24/7 technical support by incorporating high-speed 5G mobile communications services and enjoy customized solutions to enhance work productivity and flexibility. Details of the collaboration will be announced soon.

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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 ultrahigh 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. For more information on HTHKH, visit www.hthkh.com.

About Microsoft

Microsoft (Nasdaq "MSFT" @microsoft) enables digital transformation for the era of an intelligent cloud and an intelligent edge. Its mission is to empower every person and every organization on the planet to achieve more.

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