



3 Hong Kong becomes first digital operator to open 3Shop in the Metaverse with anticipated launch of virtual flagship store in Voxels

Hong Kong, 26 July 2022 - 3 Hong Kong, the mobile arm of Hutchison Telecommunications Hong Kong Holdings Limited (HTHKH; stock code: 215), announced today its plan in early August, to open a virtual flagship retail store in one of the most popular Metaverse platforms, Voxels(formerly Cryptovoxels), thereby becoming the first digital operator to enter the Metaverse.

HTHKH Executive Director and CEO Kenny Koo said: "3 Hong Kong has been devoted to developing Metaverse projects. We have created and unveiled "3. Orbstellar by XCEPT NFT BIG BANG Immersive Experience Hall" last year, and became the first in the industry to launch cryptocurrency payment this year. We are moving from mobile internet to a completely new virtual domain in the world of Web3.0 by further extending our business to the Metaverse. By opening a virtual retail store in the Voxels blockchain platform, we are heading towards a new milestone."

Offering new Metaverse living experience

Voxels is an NFT-based Metaverse powered by the Ethereum blockchain, which has attracted much attention from the industry. Players can build properties, develop and sell lands in this crypto virtual world, and can enter 3 Hong Kong's flagship store in Voxels using mobile devices without physically visiting the shop. They will turn into Avatars and freely browse new products and services, as well as purchase 3Mall's diversified products.

What's more, 3 Hong Kong's first 3toTalk virtual ambassador Meta Boy will also debut in the Metaverse. Players can consult him for details of products and information on services or events anytime. There is also an NFT gallery in the Voxels 3Shop which will showcase the NFT pieces by a Hong Kong illustrator. In addition, Voxels virtual 3Shop will give away free gifts on a regular basis. Please stay tuned for updates on 3 Hong Kong's Facebook page.

For more details on 3Shop in Voxels, please call the customer hotline on 1033, visit 3 Hong Kong's website at www.three.com.hk or Facebook page for the latest information.

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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.

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