



The iPhone 14 series now available at 3 Hong Kong Customers can enjoy discounts up to \$8,000

**Launch of New Handset Guardian Service at \$39 monthly fee providing
Screen replacement plan, cyber security and handset content transfer**

- **Support operation on the 700MHz spectrum providing wide area coverage**
- **Get the iPhone 14 series for \$228 per month (5G SIM monthly plan) with a standalone handset discount of \$1,500**
- **Enjoy \$8,000 discount by subscribing to \$598 5G bundle plan to get an iPhone 14 256GB at \$199 plus "3Care BowtieGo Dietitian Consultation Plan" with one free body check**
- **Launched the New Handset Guardian Service with three protection services to safeguard customers' new handsets, establishing 3 Hong Kong's position as the hero of standalone handsets**

Hong Kong, 16 September 2022 - 3 Hong Kong, the mobile arm of Hutchison Telecommunications Hong Kong Holdings Limited (HTHKH; stock code: 215), today held a launch event of the iPhone 14 series at the 3Supreme flagship store in Causeway Bay. Pre-order customers received their hero handsets the first day new iPhones were available. 3 Hong Kong also launched very attractive tariff plans with subscription discounts up to \$8,000.

The long-awaited iPhone 14, iPhone 14 Pro and iPhone 14 Pro Max released today support the 700MHz band of spectrum. 3 Hong Kong was the first mobile telecoms operator to announce the activation of the base stations of the 700MHz band spectrum earlier, offering wide area coverage with ultra-strong penetration.

To enable customers to get their preorders without delay, 3 Hong Kong has specially arranged all 3Shops to open earlier than usual, with four 3Supreme shops opened at 8am while the others opened at 9am.

Early bird customers get new iPhones at 3Supreme flagship store

3 Hong Kong's early bird offer was well received by customers. The first batch of early bird customers enjoyed a massive discount of \$6,000 each were invited to get their new handsets at the 3Supreme flagship store on the iPhone 14 series launch date. This demonstrates 3 Hong Kong has exceeded its 14-day guarantee for customers to get their new handsets.

What's more, customers have also received gift sets from MOMAX as an appreciation for their support.

Subscribe to \$228 5G SIM plan to enjoy 80GB of local data and \$1,500 standalone handset discount

Customers subscribing to the \$228 5G SIM plan enjoy a \$1,500 standalone handset discount which can be used to purchase a standalone iPhone 14 series handset. The plan comes with 80GB of local data.

Subscribe to \$598 bundle plan to enjoy \$8,000 discount and get iPhone 14 256GB at \$199

3 Hong Kong has also launched a new 5G bundle offer with 300GB of local data per month for a monthly fee of \$598. Customers will receive a total of \$8,000 discount including a \$7,500 handset voucher plus 25,000 MoneyBack points (worth \$500) which can be used for purchasing handsets at a discount or redeeming iPhone accessories valued up to \$1,343. An example - customers subscribing to this plan can get an iPhone 14 256GB at just \$199.

Enjoy Apple Care+ with 20% discount and get "3Care BowtieGo Dietitian Consultation Plan" with a free body check

iPhone 14 series customers can enjoy Apple Care+ with a 20% discount to provide comprehensive protection to their new handsets.

Customers subscribing to the \$598 plan can also get "3Care BowtieGo Dietitian Consultation Plan" (original price: \$59 a month) for free. The plan provides customers with comprehensive nutritional information including eight dietitian consultations, unlimited access to advice from dietitians over WhatsApp and one body check (suggested retail price: \$2,400), enabling customers to achieve a balanced diet and take care of their health.

Monthly plan	\$228	\$388	\$228	\$388	\$598
Local data	80GB	200GB	60GB	180GB	300GB
Contract period	26 months	26 months	28 months	28 months	28 months
Handset discount	\$1,500	\$1,500	\$2,500	\$2,500	\$7,500
	Existing customers can get additional \$500 discount				
MoneyBack Points	15,000	25,000	15,000	25,000	25,000
Special offer	Enjoy Apple Care+ with a 20% discount Get "3Care BowtieGo Dietitian Consultation Plan" for free (only applicable to \$598 plan)				

*\$18 administration fee is required.

Launch the New Handset Guardian Service establishing 3HK's position as the hero of standalone handsets

The New Handset Guardian Service includes three protection services to safeguard customers' new handsets. Coupled with other innovative offers to be launched soon, 3 Hong Kong has established its position as the hero of standalone handsets. The New Handset Guardian Service covers three services at a promotional price of \$39 a month:

- Screen replacement plan: Customers can enjoy screen replacement once a year. Some models also support both screen and back glass replacement. 3 Hong Kong will provide up to \$1,000 fee deductible for the replacement of screen or back glass each time.

- **Cyber security:** Customers are provided with a dedicated app to evaluate the chance of mobile devices being attacked. At the same time, the app will check the security of Wi-Fi connection and alert customers against suspicious applications, providing in-depth protection to the devices.
- **Handset content transfer:** The service supports different operating systems and helps customers transfer the data of their contact list, calendar, photos and videos from their old to new handset. The transfer is fast and secure and 3 Hong Kong will not store any data during the process.

For more details, please visit web.three.com.hk/plans/flagship, call the customer hotline on 1038 or visit 3 Hong Kong's Facebook page [@threeHK](https://www.facebook.com/threeHK).

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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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