

SUPREME

Anniversary Celebration Inviting customers to join art festivals in town to align with "Art March" theme Offering superior network experience and anniversary surprises

- SUPREME hosted an anniversary party attended by numerous local celebrities.
- SUPREME has selected prominent local art events for customers, aligning with the theme of "Art March".
- SUPREME customers' network usage priority is extended from its local network to mainland China's websites.
- To celebrate the anniversary of SUPREME, new customers subscribing to tariff plans and existing customers renewing their contracts can enjoy double K Dollar rewards#.

Hong Kong, 27 March 2024 - SUPREME, the premium brand of Hutchison Telecommunications (Hong Kong) Limited, was launched last March to create an extraordinary and superior digital lifestyle for high-end customers. To celebrate SUPREME's anniversary, a dedicated party was held today at the exhibition venue of "Boundless Reverie: Chinese Savoir-Faire and Contemporary Art", attended by local celebrities and premium customers. By immersing themselves in digital art, the guests were able to appreciate the creativity and aesthetics of traditional Chinese craftsmanship. Additionally, SUPREME curated multiple local art events for customers, providing them with superior network experience and presenting surprising anniversary treats.

Kenny Koo, Executive Director and CEO of Hutchison Telecommunications Hong Kong Holdings Limited, said: "Throughout the year since launch, SUPREME has focused on curating all-round privileges for premium customers. SUPREME Select presents at least one special activity or workshop of interest engaging customers every week.

We also collaborate with global leading partners across various sectors to offer nearly 70 diverse privileges and offers to customers throughout the year. Customer satisfaction has surged approximately 30 percentage points since the brand's launch. In line with the government's efforts to promote cultural and art development, we actively support various local and international art events, and for "Art March" in particular, we have selected an array of art festivals for customers."

Aligning with "Art March" to curate a variety of art events

Keeping with the "Art March" theme with its assembly of international and local cultural and art festivals, SUPREME has curated various art activities for customers, including "Boundless Reverie: Chinese Savoir-Faire and Contemporary Art", the Basel Art Hong Kong exhibition and the Hong Kong Chinese Orchestra's "The Insect World" concert, all of which showcase the unique artistic charm of Hong Kong.

Among them, SUPREME hosted an anniversary party at the exhibition venue of "Boundless Reverie: Chinese Savoir-Faire and Contemporary Art" and served as the Official 5G Partner for the exhibition. SUPREME has also invited selected customers to join the preview and participate in related activities such as seminars and guided tours. By appreciating rare Chinese antique artworks and engaging in digital immersive art experiences, customers could experience the brilliant integration of traditional craftsmanship and contemporary art creations.

SUPREME is also supporting the "The Insect World" concert organised by the Hong Kong Chinese Orchestra in early April. The orchestra will perform three works by Maestro Doming Lam, "the father of modern music in Hong Kong, including the classic piece "The Insect World". Selected SUPREME customers will be invited to join the concert and pay tribute to the musical master together.

Expand SUPREME customers' network usage priority to mainland China websites

Recognising the increasing number of customers using mainland websites and social media, SUPREME has allocated more network resources to customers. In addition to the local network, the priority for customers connecting to mainland China websites and apps is also enhanced.

Starting from mid-April, customers can enjoy faster and more stable network connections when using mainland social media, streaming platforms or playing mainland mobile games whether they are in Hong Kong or mainland China.

Double K Dollar rewards to celebrate SUPREME's anniversary

To celebrate SUPREME's anniversary and show appreciation for the support of premium customers, new customers subscribing to tariff plans and existing customers renewing their contracts will receive double K Dollar rewards#. Customers can earn up to a maximum of 1,200 K Dollar rewards, which can be used for purchases at thousands of designated merchants in Hong Kong.

SUPREME will continue to transcend new boundaries beyond the provision of superior telecoms and personalised services, curating more exclusive privileges and offers, as well as creating an extraordinary digital lifestyle for customers.

To become a SUPREME customer or learn more about the brand's prestigious services and privileges, please contact the iSUPREME digital sales representative (<http://wa.me/85253331833>), visit SUPREME shops in Central, Causeway Bay, Wan Chai, Tsim Sha Tsui, Kai Tak, Tsuen Wan or Tai Wai. Alternatively, visit SUPREME's Facebook page and IG page @supremevip.hk.

Customers must first register as members of the K Dollar loyalty reward programme at <https://hk.krewards.com/zh-hk>.

The K Dollar loyalty reward programme was jointly launched by the New World Group, Chow Tai Fook and K11 Group in March 2022. It offers members an easy-to-earn and easy-to-use points reward experience. Members can earn and redeem K Dollars by shopping at thousands of designated merchants both within and outside the New World Group in Hong Kong, while also enjoying the latest promotional offers. The programme covers various sectors such as healthcare, retail, hotels, dining and insurance, providing comprehensive support for consumers' daily needs and lifestyle preferences.

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About SUPREME

SUPREME is a premium brand of Hutchison Telecommunications Hong Kong Holdings Limited, a leading digital operator in Hong Kong.

Pampering esteemed customers with unrivalled services anywhere, SUPREME's dedicated personal executives are always on hand to provide bespoke services, in addition to a myriad of exquisite events and activities for customers exclusively and irresistible privileges jointly offered with high-end brands worldwide. SUPREME is committed to the mission of enriching customers' all-round quality of life par excellence and empowering the perfection of digital life in the new era.

For more information on SUPREME, visit www.supreme.vip.

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